

# Product Manager - Bridgend

**VACANCY:** Product Manager

**LOCATION:** Bridgend with Hybrid working

## ABOUT US:

Atlantic Plastics is part of the AVK Group and is the market leader in the design, manufacture & supply of Water Meter boxes and Service Fittings to the UK Water Industry through our key brands and product ranges. Offering a comprehensive range of products and solutions connecting people to clean water.

We have a vacancy for an enthusiastic and experienced Product Manager to support the growth in the team based in Bridgend.

You will be responsible for the management of the product portfolio to achieve sales and profit growth targets whilst driving market share, whilst taking a lead role in the planning and design of the products to meet customer needs.

Have you experience in dealing with clients, looking for your next career step which will allow you to develop your communication and interaction skills with both customers and internal departments?

## ABOUT THE ROLE:

Key responsibilities include, but are not limited to:

- Develop and implement product line strategies, roadmaps, and growth plans.
- Monitor market evolution (size, growth, market share/dynamics, trends) and competition (pricing, quality, performance).
- Identify market needs for the product area and translate into specifications for new product development and/or cost reduction initiatives.
- Determine product positioning for optimal relationship between price/volume/profitability and market share.
- Support new product development and innovation process.
- Promote and execute product launches to achieve sales targets.
- Follow market and technology trends to identify opportunities for the product portfolio.
- Maintain an overview of the required industry standards and regulations of the products.
- Develop marketing and communication content for products in collaboration with marketing communications, sales, and design.
- Devise and carry out internal training modules and support external training with customers.
- Working with the quality team ensure the relevant approvals and accreditation are to date.
- Attend industry events, seminars, conferences, and exhibitions.

## ABOUT YOU:

- Previous experience from an operational marketing/product management background preferably within an industrial environment.
- Degree in Engineering, Marketing or Business is preferable.
- Technical Engineering background is desirable.
- Knowledge of marketing and communication methodologies and tools experience.
- Have sound analytical, conceptual and communication skills.
- Commercial and numerical understanding.



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- Ability to influence and negotiate at all levels to include senior stakeholders.
- Excellent organisation / time management skills.

## WHAT WE OFFER:

- A culture of shared values, goals, attitudes, and business growth
- Employee Assistance Programme (Welfare and Wellbeing)
- Competitive salary
- Annual bonus
- 33 days holiday (including statutory Public Holidays)
- Life Assurance plan (x5 if in the private AVIVA pension only)
- Company pension plan
- Discounts and cashback across many high-street and online retailers (Supermarkets, Entertainment, Fashion, Days Out, Technology, Home and Travel)
- A blend of training to help your career development

## WORKING HOURS:

- 38.0 hours per week
  - Monday – Thursday 0830-1700
  - Friday 0830-1500

We know that our people are the most important asset to the AVK Group and we are looking for skilled, passionate and driven professionals to work with our inspirational leaders; to promote our culture, enable change and champion a lean environment.

**APPLY NOW** - Please send your up-to-date CV to [careers@avkuk.co.uk](mailto:careers@avkuk.co.uk)

