

## Détail de l'offre : Badminton Product Line Manager (PLM)

<b>Partenaire</b>	Babolat
<b>Adresse</b>	Shanghai
<b>Ville</b>	Shanghai
<b>Référence</b>	20D1579081679
<b>Titre</b>	Badminton Product Line Manager (PLM)
<b>Description du poste</b>	The PLM's mission is to construct for the markets a range of products/services that meet the expectations and needs of the customer(s), in line with brand positioning and sports strategy. She/He is responsible for the performance of his/her global offer and its profitability, for the complete life cycle of her/his product/service line.

### Missions and activities:

The PLM answers to the Badminton Marketing Director.

### Animation:

She/He is responsible for coordinating development projects and therefore the project team and the overall schedule. She/He ensures that the entire project team is informed of the decisions and actions as well as their deadlines, until the milestones have been met. She/He anticipates the risks and ensures alternative plans.

### In terms of responsibility & autonomy

Within her/his scope of action, she/he is responsible for:

- the respect for the brand platform
- monitoring the turnover and the profitability of her/his ranges
- the overall Badminton planning and the respect of milestones
- the management of the ranges, skus management
- the compliance with the product cost price target
- monitoring the overall cost of its products/services, ranges
- the relevance and clarity of the briefs
- the internal and external product/service information and its legal validity
- measuring customer satisfaction (with the operational marketing executive)

### Missions:

#### 1. Ranges construction

Based on analysis of documentary studies, ad hoc studies, feedbacks from the field, competitive intelligence, etc.. she/he writes product or service concepts that she/he tests and validates. She/He defines and formalizes product positioning.

She/He writes development briefs (products or services), packaging and cosmetics briefs. She/He also participates in the innovation process as the voice of the consumer approach.

She/He defines the ranges (depth, width), the product mixes. She/He is responsible, as well as the operational marketing manager, for ensuring that the sales objectives and profitability targets established for each range/product are achieved. She/He is therefore responsible for ensuring that the "cost price" target is met during product development. She/He issues, jointly with trade-marketing managers, recommendations for each country.

#### 2. Product and range performance monitoring

She/He monitors the performance of these ranges and products through panels, questionnaires or internal data. She/He potentially sets up, ad hoc studies to monitor the performance, understand the reasons for failure to achieve targets and make corrections.

#### 3. Global schedule management

In collaboration with the operational marketing manager, she/he leads the project team composed by design / development / purchasing / supply teams to ensure that milestones are met, assesses the risks of each project, identifies alternative plans, and

suggests and integrates preventive and corrective actions.

#### 4. SKUs management

She/He is responsible for the life and death of the skus and for their proper management. She/He reviews sell-in sales forecasts, anticipates disruptions, and obsolete products, in collaboration with sales. She/He is responsible for the overall cost over the entire life of the product.

#### 5. Participates in quality topics

She/He participates in the deployment of certain quality projects related to customer satisfaction (Conso), image, etc. (e.g. traceability).

#### 6. Ensures the transmission of products information internally

PLM is in charge of providing clear and up-to-date product/service information in the various product information systems for the go to market activation and sales teams [Specifications, Orliweb information, masterfiles, price list, product sheet....]

#### 7. Provides training and product presentation

The PLM is responsible for product/service training for all internal and external stakeholders.

The PLM presents the products/services of her/his range at the two international conventions.

#### 8. New Territories

It may be required to work on "new territory" projects, new sports, for which it will have a similar approach, with distinct objectives.

#### Environment

PLM is in operational contact with Badminton R&D, purchasing, supply (for the development, testing and skus management part), financial control (cost price, profitability, overall cost), market trade-marketing managers (feedback, and analysis), sales (SMU policy and special brand operations) and quality service (customer satisfaction, traceability etc.).

He also coordinates and collaborates systematically with the Badminton operational marketing managers (Asia / Europe), for the coherence of the global offer and the respect of the schedule.

External environment: It may be required to be in contact with suppliers, also experts, specialists, institutes of studies that will help it to better understand the consumer, the user, the player; She/He works closely with design agencies.

#### Type de contrat

Emploi

#### Métier

Production / Fabrication / Construction

#### Localisation

Shanghai

#### Pays

Chine

#### Profil recherché

Skills

Masters degree (MBA) or equivalent in Marketing

#### Expertise:

Experience of min. five years in product marketing, in consumer goods environment, ideally sports environment.

Experience of project management, ability to use project management tools (ex. GANTT),

Proficient use of Office tools (Office, Internet Skype etc),

Proficient knowledge of marketing positioning, mix-product approach,

Understanding of marketing studies,

Understanding of general technical aspects (materials, development stages,

industrialization and supply chain issues, design issues)

Fluent in English, French would be a big plus.

Ability to work in a multinational and multicultural environment

#### Personal qualities:

- Good at organizing, planning, animating, facilitating decision-making,

- Communication skills, ability to listen

- Accuracy in monitoring and execution,

- □Analysis and synthesis skills,
- □Strong ability to prioritize, to challenge
- □Affinity with technical products and sport in general
- □Agile, entrepreneurial mindset, problem solving

**Expérience** Expérimenté (3-10 ans)

**Secteur** Equipements Sportifs

**Langues** Anglais