



## PRODUCT MANAGER

*Peerless-AV, Unit 3 Watford Interchange, Colonial Way, Watford, Herts WD24 4WP*

Type: Permanent

Salary: Competitive plus benefits

Hours: Mon – Fri / 37.5 hours per week

Available: ASAP

<https://eu.peerless-av.com/>

Please apply to [HR@Peerless-av.eu.com](mailto:HR@Peerless-av.eu.com)

### ABOUT US

Peerless-AV is Europe's leading digital signage manufacturer and as a business we provide Digital Signage and AV mounting solutions across range of vertical markets via our channel partners. Our European HQ is based in Watford, Hertfordshire and from here we supply customers in the UK, Europe, Middle East, and Africa. In 2020 we were presented with The Queen's Awards for International Trade which is testament to the commitment and dedication of our team in achieving such an accolade.

### THE ROLE

We are looking for an experienced Product Manager to join our business based in Watford, Hertfordshire. The successful candidate will work in conjunction with colleagues based locally and, in the USA, and have at least 2 years' experience in a similar role within the AV industry. Due to the time difference with our parent company, there will be a requirement to work outside of normal hours on occasion however that would be to a minimum. Excellent communication skills are a must, and you shouldn't be afraid to challenge the status quo to achieve the desired outcome for customers/the team. We are looking for someone personable who enjoys working as part of a team with a keen eye for standards and attention to detail. Some occasional travel to customers, trade shows and onsite installations in both UK and Europe form part of the role and a flexible can-do attitude will help you succeed. We offer flexibility in terms of Hybrid working on completion of initial probation/training period.

### KEY TASKS

- Work with PM Team & Management to update and maintain the product roadmap from corporate to EMEA Sales, Marketing & Operation teams.
- Create product plans including life cycle management: -
  - competitive analysis.
  - industry tracking.
  - Assist with pricing strategy for strategic and tactical use by sales teams.
- Provide product training to internal staff and key partners and help with incoming technical product queries.
- Plan and carry out product launches, demonstrations & external training.
- Work with & assist Regional Heads to Study markets, identify gaps and evaluate new opportunities: -
  - Assist in identifying and creating new and enhanced products working closely with manufacturing/engineering/marketing as well as external suppliers
  - Prepare and execute product launches and regional strategies in cooperation with regional sales teams.
  - Work with Regional heads to collate data & support in producing reports to Snr management.
- Support sales teams in strategic meetings and enquiries to understand the customer requirements/needs to find solutions utilising standard/existing products if possible
- Support marketing where required to produce sales promotional material and marketing communications.
- Grow and maintain OEM panel manufacturer relationships in the EMEA.
  - Ensure regular contact with OEM Product Mangers.
  - Assist in gathering market share information to share with Peerless-AV team.
- Assist with UK and EMEA Manufacturing relationships
  - Work with Management to Investigate and manage cost of manufacturing
  - Work with Management to Identify and manage cost saving activities to ensure maximum profitability

### SKILLS REQUIRED

Knowledge in Display Technology and DVLED Technology  
Basic Understanding of Electronic & Electrical Engineering



Must be Computer Literate with a good working knowledge of Microsoft Suite / Salesforce or similar CRM packages.

**DESIRED EXPERIENCE**

Minimum of 2 years working in the AV Industry and/or PM Role  
Installation and Project management experience an advantage  
Presentation & Training Experience  
Languages an Advantage

**EDUCATION/QUALIFICATIONS**

Business Studies and/or engineering degree/qualifications an advantage  
Minimum grade C/5 in GCSE Math and English  
Full driving licence