

## Job Description

### Product Range Developer

#### General Overview

Responsibility for Product Range Development for internal ET2C brands for market. This includes product development, positioning and execution across commercials with clients. Working with the merchant and marketing teams, the role will drive product opportunities into current and new clients.

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#### KPIs

- Generating revenue
- Range execution
- Meeting target margin hurdles

#### Reports To:

- CEO
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#### Specific Duties

1. Analysis of target clients and engagement across opportunities
  2. Set up briefs for merchant teams to source products to specification
  3. Broader range development and positioning including packaging, labelling and certification requirements
  4. Identification of market relevant trends and regulations
  5. Commercialisation of product ranges, including internal negotiation on prices, landed cost calculations, payment terms and margin confirmation
  6. Work with Marketing team on product artwork and any marketing collateral
  7. Present to clients and new opportunities at range reviews
  8. Other tasks assigned by Line Manager.
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#### Job Qualification

**Education:** Bachelor or above

**Relevant Experience & Knowledge:**

- + 5 years plus work experience in ranging and brand development for retailers and/or wholesalers
- + Understanding of product commercialisation; the dynamics between cost and price, taking into account materials used, packaging etc to maximise margin.
- + Understanding and experience of Asian sourcing, lead times and capability

- + Retail knowledge and relevant network
- + Good experience of a broad range of Consumer Goods

***Basic Aptitude:***

- + High sense of responsibility and self-motivated as home based.
- + Engaging & influential communication\negotiation skill.
- + Honest and strictly complying with professional ethics.
- + Excellent teamwork and working well under pressure.

***Basic Skills:***

- + Familiar with MS-Office (Word, Excel, Outlook, PowerPoint).
- + Good command of written and oral English.

***Special Requirement:*** Willing to travel if necessary.

**Salary – Negotiable**

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