



JOB POSTING

Product Manager – Animal Health

About the Company

Virox Technologies Inc. is a leading manufacturer in equipping the entire spectrum of global markets that are concerned with infection control with state-of-the-art antimicrobial technology in the war against microbes. As a research driven company, Virox currently sells branded and private label products and partners with industry leaders in human and animal health markets. All partners have validated the scientific claims and market acceptance of our patented technology called Accelerated Hydrogen Peroxide. We are presently growing at an exciting pace and are looking to add a Product Manager – Animal Health to our team.

About the Role

As a member of our Technology Platform Marketing (TPM) team reporting to the Director, TPM Animal Health, the *Product Manager* is responsible for leading the Animal Health Product Management Team, as well as developing and executing the product portfolio strategic plan and managing all product life-cycle activities for the Animal Health Market.

Duties & Responsibilities

- Identifying and managing the execution of new market research, competitive research for branding, pricing and product placement, industry product innovations, and regulatory trends (i.e., green), and compatibility trends.
- Developing, implementing and managing new and/or existing products (including new applications), packaging concepts and accessories in the Animal Health portfolio.
- Creating and implementing product marketing plans, unit forecasting, and pricing strategies.
- Leading New Product Introduction (NPI) teams.
- Formulating and managing the execution of the long-term vision for the product messaging and product marketing strategies.
- Communicating and implementing product marketing and messaging strategies to all of the relevant participants and stakeholders.
- Developing and managing the overall product management process.
- Ensuring compliance and consistency in the internal application of the product management discipline.
- Developing, implementing, and managing the product management and customer service scorecards to identify trends to support the development of product support materials and positive user experience.
- Conducting critical reviews of the Animal Health product portfolios to identify needed actions to discontinue poor performing products, overlapping products, products that require repositioning or re-launching, as well as making recommendations for line extensions, such as new packaging, accessories or the addition of new formulations to address existing or future market needs.
- Managing, monitoring and assisting in the forecasting/reforecasting of the product management portion of the marketing and sector annual budget.
- Managing control documents related to all aspects of the product management process.
- Leading and developing a high functioning product management team through coaching, mentoring, and training.
- Participating in recruitment activities.
- Other projects and tasks, as assigned.

What do you need to succeed?

- Bachelor's Degree in marketing or other related field. An MBA is considered an asset.
- 7-10 years of experience in brand or product strategy, marketing or related role. B2B experience in a consumer packaged goods environment is considered an asset.
- Strong Microsoft Office skills (word, excel, PowerPoint, outlook). Experience using "Wrike" is considered an asset.

- Demonstrated ability to lead, manage, and execute large complex projects.
- Demonstrated leadership and mentoring skills.
- Strong attention to detail, time management, and collaboration skills.
- Strong verbal and written communication skills.
- Ability to build and maintain strong relationships with both internal and external clients.
- Ability to work in a fast-paced environment with frequently shifting priorities.
- Ability to work additional hours and/or outside regular business as needed.
- Ability to Travel nationally and internationally 20 days or more throughout the year to attend conferences and tradeshow.
- Ability to lift up to 20 lbs as needed.

Applications

Those interested in being considered for this opportunity are asked to forward their resumes to jobs@virox.com.

Virox Technologies Inc. is committed to providing accommodation for individuals with disabilities. Accommodation will be provided upon request in all parts of the hiring process as required in accordance with the Virox Technologies Inc. Accommodation Policy. Candidates requiring accommodation are asked to make their needs known in advance.

We sincerely thank all applicants who express an interest in this role; however, only those candidates being directly considered will be contacted.