



JOB DESCRIPTION

Job title:	Product Manager – Hard Goods
Department:	Commercial
Responsible to:	Head of Product Management

About the Company

Our mission is to transform the way people live in cities. With over 16 million possible combinations of gears, colours, handlebars and accessories, we make more than just a bicycle, and we are more than just a bicycle company.

We continue to make the Brompton in West London, where we started in 1975, but our product has travelled far - we now export 80% of our bicycles to 45 countries. In the past 3 years we have invested in a new purpose-built production facility, transformed our digital architecture, opened new flagship stores and had our biggest product launch in company history and we're not stopping there.

To change urban living, we need passionate, innovative and talented people that want to challenge the status quo and make an impact.

The Role

Whilst we are famous as a bike maker a significant percentage of Brompton's turnover comes from sales of our accessories. Increasingly we are selling through our own 'Junction' stores and through online channels and this opens up new product opportunities. The bulk of our current sales come through soft goods, principally luggage, however we have shown the potential of innovative hard goods like our Toolkit. This role is targeted and extending those successes, through launching parts and hard accessory lines like pumps, lighting or helmets.

We are looking for a Product Manager to build on this and lead the growth of our accessories business. You will need drive, commercial awareness, strong project management capacity and to think strategically. The role is based in the Commercial team, but is engrained in product development, working daily with the Design department or specific product designers. You will build close relationships with Marketing, Sales, Purchasing and Quality Assurance to ensure we are delivering compelling new products to schedule. The majority of the time will be spent at our Greenford factory and headquarter with limited requirement for global travel.

The Person

The person in this role will be able to provide optimum levels of leadership, encouragement and support to assist others in achieving their objectives. They will be expected to meet people with ease and create a network of contacts that can assist the team and the business internally and externally.

The ideal candidate will be expected to develop a culture of participation and involvement whilst working to a high specification in order to maintain the quality standards of Brompton Bikes. They will be expected to apply a systematic and logical approach. They may need to seek direction and authority from other others in order to achieve set objectives in an efficient manner.

The successful person will be expected to bring a sense of urgency to various projects or situations and demonstrate an active approach. They may need to get involved to increase the pace of projects and complete them on time. This role is in a specialist area and the candidate will need to be a good influencer, able to maintain goodwill with others



and convey ideas in a logical and systematic way. They will be a good communicator, positive, enthusiastic, outgoing, able to work within processes or procedures, maintaining high quality and standards.

Main Duties

Plan & Develop

- Lead range planning for Parts and Accessories categories looking 2-3 years ahead; develop product road map with Design and Commercial teams to get buy in from across the business.
- Develop schedule of bike related releases alongside bike product manager, formed from new products developed for upcoming bike releases or aligning the release of a new product with a bike launch.
- Work in tandem with PDD to achieve concept on new developments.
- Acquire and implement key outputs from market feedback, internal requirements and product developments to meet commercial targets and KPIs. Report on progress and feed into product roadmap.
- Include legislative or standards based global requirements for product development, work with market managers, distributors, reliability, QA and QC to ensure smooth product introductions.
- Create thorough business cases for new developments based on potential market size and realistic cost and time implications of new developments. Manage these alongside current workloads for internal teams. Ensure products pass through relevant internal sign-off gates.

Deliver & Launch

- Project management support of individual projects, identification of key milestones, monitoring schedules and providing visibility to the business of progress.
- Manage pricing to ensure appropriate RRP's and good profitability.
- Liaise with Purchasing to manage the supply chain for Brompton Accessory lines.
- Work closely with Quality Assurance team to establish, implement and maintain consistent standards across the supply base, including any country-specific requirements.
- Support Sales and Purchasing teams to deliver forecasting, pre-orders and order planning, through creation of Sales Packs and presentation of products to trade customers.
- Work with creative department and marketing team to support delivery of best possible visibility and transference of product benefits with each launch. Aid the ecommerce team to maximise the potential of any new product launches with best in class product information.
- Design and develop appropriate labelling and packaging for all products

Collaborate

- Manage potential new collaboration opportunities, produce business cases to allow the company to take smart decisions on which opportunities it proceeds with.
- Work closely with collaboration partners to create concept and design, then ensure successful development and delivery of the final product, sharing key information with cross functional stakeholders.

Evaluate

- Use evaluation of key metrics to help inform the budget process; analyse and review performance indicators weekly and monthly alongside global strategy.
- Develop market understanding through visits to and feedback from dealers, trade shows and industry press, regular consumer interactions and insight development.
- Feed these insights into the continual evolution of the Brompton hard goods.



Measures of Success

- Grow hard goods sales YOY toward a 5 year goal of 10% of sales alongside stable or growing gross margin.
- Support 50% increase in Junction and Ecommerce sales mix (PAC vs Bikes) with product breadth including special editions over 5 year strategy.
- Reduce time by 25% from concept to launch of product by working cross functionally from development and research to QC/QA and all steps in-between.
- A coherent range structure which is immediately visible to our customers and easy to shop for our consumers.
- At least one major collaboration per year, focussed on an incremental sales opportunity to support the overall growth.

Qualifications and Experience

- Three years bike or consumer goods experience, working in product management or buying
- Proven history managing the development of accessory products
- Experience of working with partners in a supply chain
- Experience building range plans
- The commercial experience to develop and work with financial models to develop product pricing, P&L etc.
- Good interpersonal skills
- Good MS Office with strong Excel skill

Job Profile

Brompton utilises Personal Profile Analysis and Psychometric Assessment during the recruitment process. This allows to identify the ideal behavioural requirements for each job function in terms of Dominance, Influence, Steadiness and Compliance. The ideal behavioural profile for this role is set out below:

Influence (High I)

- The possession of leadership and motivational and influencing skills will be vital to this function
- Will be able to establish and cultivate relationships is advantageous to this role
- Will be able to create a positive and friendly working environment
- Able to work as a team and participate with others.

Compliance (High C)

- Be able to take a disciplined and rational approach to problem solving when evaluating strategic or operational alternatives.
- The ideal person will possess specialist and technical competences
- The person occupying this role will adhere closely to policies, procedures and precedent.
- The person occupying this role won't be expected to make on-the-spot decisions with only partial analysis or superficial supporting data.

Dominance (Low D)

- The person will possess a mild-mannered working approach
- Regular on the spot decision making is not an integral component of this job.

Steadiness (Low S)

- A demonstrative, self-critical and determined intent to complete assignments within time is integral for this role



- The person will have the opportunity to demonstrate their pace and energy levels in various projects.
- Alertness and a self-critical nature are advantageous to this role

Benefits

Brompton offers you a very excellent working environment with enthusiastic colleagues who get along very well, communicate and co-operate with each other. The working climate is informal, but we work hard. Next to good terms of employment, Brompton offers you the opportunity to work in a responsible and challenging job within a dynamic, international and ambitious environment. We are all proud to be part of Brompton Bicycle; we all share the same passion and dedication to the company and the product, despite any differences in cultural backgrounds and skills.

- Large discount on your very own Brompton (family and friends get discount too).
- A choice of working hours, including a 9-day fortnight (i.e. every other Friday off).
- 20 days holiday, plus Bank Holidays, rising the longer you stay with us.
- Workplace Pension Scheme, Season Ticket Loan, Flexible Working, Cycle to Work Scheme and other similar benefits.
- Birthday Breakfast, Family Fun Days, Christmas Parties, Annual Bike Rides, Charity Raffles, Volunteering with the local community all go towards creating a working environment that is fun and enriching.

How to Apply

If you feel that you fit within the Brompton team spirit and you can bring talent, innovation and enthusiasm to our workforce then please email your CV and covering letter to the People team, at recruitment@brompton.co.uk. In the subject, please specify the role you are applying for. You are encouraged to submit when ready and not wait until the deadline. A full Job Description can be found on our careers page - <https://www.brompton.com/about-us/careers>.

You should be advised that any applications submitted without a covering letter and CV will not be considered for the role.

The Company reserves the right to vary or amend the duties and responsibilities of the post holder at any time according to the needs of the Company's business.

The statements contained in this job description reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required and the scope of responsibility. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absences of relief, to equalize peak work periods or otherwise to balance the workload.