**Job Title: Product Manager Fiber**

**Department: Marketing**

**Reports To:** Vice President of Marketing at Solomon Colors Inc.

Solomon Colors Inc. is a manufacturer of products for decorative concrete applications. This Family and Employee owned company has been in business operating out of Springfield IL since 1927. Solomon manufactures in IL and CA and sells to all 50 states and over 30 countries around the world. UltraFiber 500 cellulose micro fiber is a specialty product for use in concrete applications providing plastic shrinkage cracking benefits during the early curing process of concrete creating better, more beautiful concrete.

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**Summary:**

The Product Manager is a role servicing the entirety of the business for the UltraFiber 500 brand of concrete fibers. This position reports to the VP of Marketing of the company and is responsible for development and execution of marketing plans to meet business targets in the product area of fibers for concrete reinforcement.

The primary purpose of the position is to execute activities for Concrete Fiber products:

* Product planning including coordination of business forecasts to achieve corporate directives
* Collection of tactical marketing input regarding the product application area from various sources including Sales and external references
* Assists in the sales process particularly to the design community of architects and engineers
* Develops marketing position for the products and defines Sales support materials
* Defines product positioning, packaging, and pricing strategy
* Directs the advertising and marketing budget for the product which includes print, on-line, direct mail, and other electronic productions
* Participates with the Sales organization in customer interaction and sales efforts, acting as a product application specialist
* Monitors the industry environmental and quality reporting requirements for the products
* Ensures quality procedures and supply chain assurance is in place for the products
* Directs trade show participation related to the products

This is a full time position located in Springfield IL requiring 5+ years of experience in business development activities. Travel is expected to support the activities of the department including building proposals with the sales team for product sales, preparing technical presentations and marketing pitches for customers, and representing Solomon Colors fiber products in the marketplace.

The position requires proficiency in communication skills, marketing, and familiarity with technical sales. The ideal candidate brings an engineering background, preferably as an active or former licensed Professional Engineer in a construction related area. The individual should be familiar with construction specification and approval processes. Understanding of business analytics, planning and execution is desired.