



# CAREER OPPORTUNITY

## Job Title - Product Manager

Reporting to Marketing Executive  
Grade D2

### PURPOSE OF JOB

To effectively manage all elements of the product mix within the Brand to ensure the Brand continues to deliver against consumer expectations and remains a world class competitor in the Quick Service Restaurant category

### KEY TASKS AND RESPONSIBILITIES

- ? Develop menus for the portfolio of Debonairs Pizza to ensure relevant innovation alignment with the trends
- ? Implement and manage the entire new product development (NPD) process – obtain products, product testing, price negotiations, stock level projections
- ? Ensure Brand has full innovation pipeline ahead of the menu season
- ? Develop promotional calendar in conjunction with Marketing
- ? Stay abreast of national and international competitor product/innovation trends. Conduct regular competitor visits and report back to Marketing Team
- ? Organise and manage internal menu calibrations
- ? Responsible for full product forecasting as per group schedule. Work closely with Forecasting Manager
- ? Participate in compiling Marketing strategy and align NDP
- ? Participate in TVC pre-prods and take accountability for product integrity and actively participate in menu shoots
- ? Maintain supplier relations where applicable
- ? Handle all product related queries from Franchisees and ensure clear communication to the Franchise Network on any products/recipes or product/recipe changes. Report on product complaints on weekly and monthly basis and identify trends and rectify problems
- ? Full accountability for deal sheets, product and discontinuation briefs
- ? Take full accountability for all in-store touch points e.g. packaging, crockery, cutlery and uniform
- ? Development of pricing strategies and accountability for the recipe integrity
- ? Interface with Marketing, Training and Operations
- ? Participating and presenting at Franchise forums and IDP

### REQUIREMENTS, SKILLS AND KNOWLEDGE

- ? Minimum Matric with a relevant tertiary qualification
- ? Minimum of 5 years' experience in the FMCG industry
- ? Preferably previous franchising experience
- ? Fluent in English
- ? Enumerate & computer literate
- ? Ability to work under pressure
- ? Ability to meet strict deadline
- ? Attention to detail

