

**Job Title: Product Development Manager - Promotional Products (Bags, Textiles, Beach Towels, Robes, Blankets, Baby items, Home Accessories)**

**Job Location:** Onsite working out of our San Diego, CA facility

**Overview:** Terry Town is seeking a skilled and innovative Product Development Manager to join our dynamic team in the promotional product industry. As the Product Development Manager, you will be responsible for overseeing the creation and enhancement of our line of bags, beach towels, robes, and blankets. Your primary focus will be on conceptualizing, designing, and bringing to market high-quality promotional products that meet the needs and expectations of our clients.

**Key Responsibilities:**

1. **Product Development Strategy:** Develop and implement a comprehensive product development strategy aligned with the company's goals and objectives. This includes identifying market trends, conducting competitive analysis, and determining product positioning.
2. **Design and Innovation:** Lead the design process from concept to production, ensuring that all products are innovative, aesthetically pleasing, and aligned with brand standards. Collaborate with internal design teams or external designers to create compelling product designs.
3. **Material Sourcing and Vendor Management:** Identify and establish relationships with reliable suppliers and manufacturers for materials and production. Negotiate contracts and pricing agreements to ensure cost-effectiveness and quality standards are met.
4. **Quality Assurance:** Implement rigorous quality control measures throughout the product development lifecycle to ensure that all products meet or exceed industry standards and customer expectations.
5. **Cross-functional Collaboration:** Collaborate closely with cross-functional teams including sales, marketing, operations and sourcing to gather insights, prioritize product features, and ensure timely product launches.
6. **Project Management:** Oversee multiple product development projects simultaneously, ensuring that deadlines are met and resources are allocated effectively. Develop and maintain detailed project plans and budgets.
7. **Regulatory Compliance:** Stay informed about industry regulations and standards related to product safety, labeling, and environmental sustainability. Ensure that all products comply with relevant regulations and certifications.
8. **Market Research and Analysis:** Conduct market research to identify emerging trends, customer preferences, and competitive landscapes. Utilize data and insights to make informed decisions about product development priorities and strategies.

9. **Overseas and Domestic Travel:** To visit suppliers and attend tradeshow to source and find qualified suppliers. Attend to promotional product trade shows to observe market trends and conduct competitor analysis.

**Qualifications:**

- Bachelor's degree in Product Design, Business Administration Merchandising, or a related field
- Proven experience (3+ years) in product development, preferably within the promotional products industry or related consumer goods and/or retail sector.
- Skilled on utilizing the Adobe Suite including, but is not limited to, Illustrator, Photoshop, InDesign etc.
- Strong design skills and creative thinking with a track record of delivering innovative product designs.
- Excellent project management skills with the ability to manage multiple projects simultaneously.
- Strong analytical and problem-solving skills.
- Exceptional communication and interpersonal skills with the ability to collaborate effectively across teams and suppliers.
- Knowledge of regulatory requirements and industry standards related to product safety and compliance is a plus.
- Willingness to travel domestically and internationally as required.
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**Benefits:**

- Competitive salary commensurate with experience.
- Comprehensive health, dental, and vision insurance plans.
- Dynamic and inclusive work environment with a focus on collaboration and innovation.