

Company: Araca Merchandise L.P.

Job title: VP, Product Development

Job Location: New York

Compensation: \$65k-\$75k DOE + 401k with Match + 3 weeks PTO + Health, Vision, and Dental Benefits

The Araca Group is a leading, global entertainment & merchandising company that has been prospering for almost 25 years thanks to our innovative and collaborative team members.

Araca's employees act as brand ambassadors through creating live event and ecommerce merchandise experiences for some of the world's top entertainment properties including *SEGA*, *Ghostbusters*, *Wicked*, *Cobra Kai*, *Hadestown*, *The Book of Mormon*, *Jeopardy*, *Beetlejuice the Musical*, and many more.

We are in search of a **VP of Product Development** to join our Merchandise Product Development team.

A day in the life of a VP of Product Development:

- Recommend product types and vendors to internal team based on requirement/details communicated by internal departments including property, sales channel, sales territory, product cost, production quantities, required testing, timelines, etc.
- Brainstorm about products and product lines from both a creative and logical/financial perspective.
- Manage the development and execution of products, guiding the products from start to finish.
- Coordinate with internal and external team members in a project management capacity to ensure product approval deadlines are met and trouble-shoot possible creative/development/print delays
- Research product types, industry trends, and cost saving production techniques to build Araca's library of vendors and product options.
- Build and maintain vendor relationships to maximize profitability as well as product development capabilities.
- Negotiate unit costs and payment/shipping terms in consult with Finance and Inventory departments.

THIS ROLE IS PERFECT IF YOU:

- Love collaborating with others and working as part of a team
- Think fast on your feet
- Are energized by a challenge
- Adjust to change easily and positively
- Obsessively follow evolving industry related trends
- Love theatre and live events
- Have worked in sourcing/merchandise

REQUIREMENTS:

- Network of product vendors, both domestically and internationally.
- 2-3 years working with SAGE/ASI product research tools and strong domestic promotional product knowledge
- Strong apparel and cut-and-sew product knowledge
- Knowledge of off-the-shelf blank vendors

- Experience with long lead-time, custom, overseas product life cycles and timelines.
- Excellent verbal and written communication skills
- A proven ability to multi-task in a fast-paced and creative environment.
- Willingness to have frank and sometimes difficult conversations with vendors to ensure they are meeting Araca's standards and timelines.

Missing some of these requirements, but know that you're the right fit? We encourage you to apply and tell us why.

Please send resume and cover letter to broche@araca.com with subject: VP Product Development Application

The Araca Group is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

ABOUT US:

Founded in 1997, The Araca Group is a vertically integrated theatrical producing and merchandising company, with offices in New York, Los Angeles, Las Vegas, London, and Sydney. Araca works closely with both new and established partners to activate fan engagement through merchandise experiences. Each activation is carefully tailored to support the brand's marketing strategy, generate revenue, and enhance the overall entertainment event.

As theatrical producers, our mission is to create entertainment that is artistically compelling to our audiences and financially successful for our investors. As merchandisers, our mission is to excite and engage our partners' audiences by delivering the highest quality products through innovative and strategic distribution channels.

Some of our clients include: *Wicked*, *The Book of Mormon*, *Hadestown*, *Cobra Kai*, SEGA, *Outlander*, *Bluey's Big Play*, *Jurassic World Exhibition*, *Peppa Pig Live!*, Lionsgate, and *Jeopardy*. For more information go to www.araca.com.