Ornamental Horticulture Product Manager

About Everris: Everris is a leading manufacturer of innovative controlled release fertilizers and water soluble fertilizers for the ornamental horticulture market with well known brands such as Osmocote and Peters. Everris also has well known plant protection products such as Rout and Banrot in its portfolio. Everris was formerly known as Scotts Professional and in March of 2011 it became part of ICL Specialty Fertilizers. ICL Specialty Fertilizers is a business unit of the ICL group which is one of the world’s leading fertilizer and specialty products companies with an annual revenue of $7 billion.

Representing the term “Driven by innovation, inspired by nature”, the name Everris is symbolic of the new company’s commitment to further enhance the technologies, products and services it offers to green industry professionals worldwide.

What we offer the successful candidate:
• A new marketing function in a global growing company with strong fundamentals
• The opportunity to further enhance a dynamic team of talented individuals
• Excellent pay in line with knowledge and experience
• Exciting possibilities for professional growth

Location: Dublin, Ohio

Scope: This role’s primary focus will be supporting the Marketing Manager in the development and execution of category marketing plans; portfolio and product management, project management; and new business development in support of the Everris-Americas Ornamental Horticulture business.

This Position Reports To: Ornamental Horticulture Marketing Manager - Americas

Major Responsibilities/Accountabilities:
• Work with the Ornamental Horticulture Marketing Manager to develop the Americas Business Strategic & Marketing Plans for Ornamental Horticulture Fertilizer and Plant Protection portfolios.
• Play a key role in the development of internal/external communications, technical product information and training modules for use in the promotion of the business and its products. Draft external communications such as distributor bulletins, pricing announcements, and product introductions.
• Become the key contact for internal business units regarding product and portfolio projects, questions, issues. (e.g.: supply chain, customer service, finance, sales, R&D, regulatory, manufacturing, technical services, executive management.
• Coordinate project meetings, tasks and delegation of responsibilities for OH category with cross-functional business units.
• Lead in setup of new products (standard offering & custom blends) within Everris internal systems.
• Contribute to the ideation and development of adjacent categories to strengthen the portfolio in Ornamental Horticulture.
• Prepare monthly product cost/pricing analysis for review and tracking of current margins vs. budget with Ornamental Horticulture Marketing Manager.
• Prepare annual review/report on products within the Ornamental Horticulture portfolio for the purpose of future planning and SKU rationalization.
• Gather market intelligence and research for analysis of market trends and competitor activity. Assemble this data into reports to be provided to upper management.
• Research & report on new growth opportunities for existing and new product offerings.
• Collect relevant market information and assist in the development of business case rationale for new products and/or new categories.
• Some travel to industry events and with outside sales people to visit end users and gain first-hand experience & knowledge of the market and how Everris products are used.
• Provide support to Spec Ag Marketing Manager on a case-by-case basis per the direction and agreement of Ornamental Horticulture Marketing Manager (~20 % of total time).

Experience/Skills Required:
• BS/BA degree in Horticulture, Business, Marketing or related field.
• 3 years horticulture/agriculture (or related) industry experience in Marketing, Sales, Business and/or Technical. Plant Protection Product experience preferred.
• Proficiency in the use of Excel, PowerPoint and Word required.
• Familiarity with QAD and/or SAP preferred.
• Proven ability to effectively prioritize and manage multiple tasks/projects in an entrepreneurial, fluid and fast-paced work environment.
• Exceptional communication, facilitation, presentation and relationship management skills.
• Strong analytical and problem solving skills.
• Strong interpersonal and influence skills in dealing with all levels of management and effectiveness at developing strong credibility and working relationships.
• Ability to balance business and technical issues as well as communicating appropriately with both technical and business experts.
• Ability to work independently while being able to openly share information with team members.
• Must be self-starter, hands-on, results oriented individual, able to work pro-actively.
• The individual selected for this role will need to be creative and flexible, and should be a high achiever with the potential to move into positions of increasing responsibility.

Travel Required: Yes (10-20%)

For Consideration: Interested candidates should email their resume and salary history to jobs@icl-pplp.com no later than April 4, 2012.

Everris (a division of ICL) is an Equal Opportunity/Affirmative Action Employer, M/F/D/V