

## JOB DESCRIPTION & PERSON SPECIFICATION



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|----------------------------------------------|--------------------------------------------|
| <b>Job Title:</b> Product Manager            | <b>Location:</b> Hunmanby, North Yorkshire |
| <b>Department:</b> Product Management        | <b>Contract:</b> Permanent, Full-time      |
| <b>Reports To:</b> Principal Product Manager | <b>Direct Reports:</b> N/A                 |

### 1.0 Job Summary & Role

Deep Sea Electronics is a global leader in the design and manufacture of generator controllers, automatic transfer switch controllers, battery chargers, and vehicle and off-highway control systems—powering critical infrastructure worldwide. With over 200 employees across four continents, we deliver innovative solutions to customers in more than 150 countries. Our operations are supported by our UK headquarters and a strong international distributor network.

The Product Manager develops and drives product strategy cross functionally with P&L responsibility in the assigned product category. This role is responsible for product lifecycle management, and ensures the successful launch of new products, prioritizing strategies based on market analysis and business capabilities. The Product Manager gathers and maintains category research and synthesizes data into facts and trends that validate company direction on product development, driving innovative five-year product roadmap in collaboration with other business leaders. The incumbent understands product quality metrics and communicates issues to the appropriate groups, contributing to problem solving and resolution.

### 2.0 Key Responsibilities & Main Duties

- Develops product category strategy to drive revenue and profitability for assigned product lines, including specific, measurable goals such as percentage of market share, net sales, product revenue and margin growth
- Prioritizes creation of strategies against business needs and market demand
- Gathers and maintains category foundational research. This includes industry- and consumer-focused research (e.g., industry outlet share, market share, and retail sales by price tier, competitive product profiles, consumer “pain points” and usage/attitude research)
- Synthesizes data into facts and trends that validate company direction on product development
- Serves as knowledge expert in product category relative product capability, technical specifications and features, as well as market drivers and the competitive landscape
- Drives innovation-based five-year product roadmap to deliver concept ideation such as Unique Selling Propositions, roadmap of new projects, improvements to existing products and product lines, new product launch timing, phasing out old product timing, channel/customer driven NPI (New Product Introduction) projects, and cost reduction projects
- Build and deliver timely reports and presentation to internal stakeholders and external customers, including relevant metrics and information related to the product line or category



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- Utilize formal and informal communication to drive product strategy across the organization, gaining buy-in from broad stakeholder base in a matrix environment
- Collaborate across functions and lead indirect teams to move projects through the stage gate development process
- Drive activities and execute on strategies to support the sales team and process at key launch events or product milestones
- Work collaboratively with the Engineering team to understand critical intellectual property, regulatory standards, legislation to update product category strategy as needed
- Up to 30% travel, including International and valid Driver's License required

### 3.0 Internal & External Relationships

- The Product manager will need to meet, communicate, and capture needs from customers, both external and internal as part of the Business Group
- It may be required to prepare and present product information within a company or business group audience
- Work closely with sales to ensure new product launches are successful and achieve the established business case objectives
- Interfacing with Production and Purchasing to ensure the product costs is aligned with the product viability
- Work together with Engineering to set out the detailed product requirements specifications detailed enough to ensure the product needs are aligned with the business case and serving the target market within the expected timescales

### 4.0 Key Performance Indicators

- Quality of PRS: Produce high quality product requirement specs for the assigned products or product lines
- Business case: Elaborate a complete business case which justifies the company investment in a new product, including market and competitor's analysis
- Maintain products and product lines roadmaps, releases, features, and requirements aligned with the company strategy

### 5.0 Essential/Desirable Factors

| Knowledge                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Essential:</b> <ul style="list-style-type: none"><li>• Ability to read and understand technical information well enough to convey in communication to multiple audiences.</li><li>• Proficiency in Microsoft Office Suite</li></ul> | <b>Desirable:</b> <ul style="list-style-type: none"><li>• Knowledge of Complex Power Generation system architecture to include Switchgear control, Battery Energy Storage systems, Engine driven generators and renewable sources of power that are AC or DC coupled</li></ul> |
| Skills & Attributes                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                |
| <b>Essential:</b> <ul style="list-style-type: none"><li>• Excellent written and verbal communication skills; Strong presentation skills</li><li>• Effective organizational and prioritization skills</li></ul>                         | <b>Desirable:</b> <ul style="list-style-type: none"><li>• Ability to act proactively and identify innovative solutions.</li></ul>                                                                                                                                              |



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| <ul style="list-style-type: none"> <li>• Ability to read and understand technical information well enough to convey in communication to multiple audiences</li> <li>• Ability to work in a fast-paced environment and manage ambiguity with a penchant for action</li> <li>• Fluent in English</li> </ul> |                                                                                                                                                                                                                                                                               |
| <b>Experience</b>                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                               |
| <b>Essential:</b> <ul style="list-style-type: none"> <li>• 4+ years of progressive in marketing, business, or engineering</li> </ul>                                                                                                                                                                      | <b>Desirable:</b> <ul style="list-style-type: none"> <li>• International leadership experience</li> <li>• Prior experience managing hardware and software offerings.</li> <li>• Experience working in a technically driven environment in the manufacturing sector</li> </ul> |
| <b>Qualifications</b>                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                               |
| <b>Essential:</b> <ul style="list-style-type: none"> <li>• Bachelor's Degree in Business, Marketing, Engineering or related field</li> </ul>                                                                                                                                                              | <b>Desirable:</b> <ul style="list-style-type: none"> <li>• Master's Degree in a related field</li> </ul>                                                                                                                                                                      |

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|---------------------------|----------------------|
| <b>Created by</b>         | <b>Dated Created</b> |
| Principal Product Manager | October 2026         |

