



Product Manager

Reports to: Senior Product Manager
Location: Miramar, Wellington

Role Purpose

The Product Manager - Consumer Products plays a pivotal role in delivering world-class collectibles by owning product development from concept through to market launch and in-life optimization. Reporting to the Senior Product Manager, this role will collaborate closely with internal teams and studio partners to shape the product roadmap and ensure executional excellence.

The main responsibilities of the role are:

- Manage product development processes and sign offs, from concept approval to market launch, within designated group of products
- Manage studio relationships and IP opportunities with a view to optimizing each product to achieve or exceed strategic objectives and fan expectations, while maximizing return on investment
- Category management, for designated groups of products
- Contribute strategic insights and market knowledge to the CP division, working alongside the CP Sales, Operations, Production, Marketing and Creative teams to achieve the collective goal

Key Accountabilities & Outcomes

Product Development & Lifecycle Management

- Facilitate product development initiatives that span across other Wētā Workshop business units under the Product Division, ensuring alignment with broader company strategy and optimal use of shared resources.
- Contribute to product planning and the development of the product roadmap in collaboration with the Senior Product Manager and relevant stakeholders.
- Conduct IP and market research to identify new product opportunities and lead the facilitation of brainstorming sessions to develop innovative product concepts within assigned categories.
- Drive end-to-end product development lifecycle, ensuring product quality, relevance, and timeliness from concept to shelf.
- Partner with the Senior Product Manager to maintain and prioritize the product roadmap in alignment with commercial goals and fan engagement.
- Track project milestones, budgets, and resource allocation to ensure timely and cost-effective delivery.
- Prevent and resolve roadblocks, ensuring alignment and proactive communication across internal and external stakeholders.
- Take ownership of ongoing product maintenance and improvement, including packaging updates and redevelopment of existing products to maintain quality, relevance, and commercial performance.
- Manage products and projects to meet expected budgets and margin targets, aligning with financial objectives and business plans.
- Proactively analyze post-launch product performance, proposing and implementing iterative improvements or portfolio adjustments.

Manage Studio and Licensor Relationships

- Build and maintain productive, trust-based relationships with studio partners and licensors; represent Wētā Workshop's creative integrity and commercial interests.
- Coordinate review and approval processes with studio partners, including packaging and product specs.
- Arrange and submit product and packaging images / information required by Studio Partners
- Anticipate studio needs and proactively deliver required information and assets to maintain excellent working relationships.
- Request and acquire product development and marketing assets from Studio Partners
- Prepare and submit regular reports to Studio Partners as required

Category & Commercial Management

- Own the commercial performance of assigned product categories, including revenue, margin, and inventory turnover metrics.
- Contribute to idea development including new products, customer segments, and pricing architecture.
- Lead pricing, positioning, and product differentiation decisions based on market data, trends, and internal benchmarks.
- Prepare and present product proposals with supporting basic P&L and cash flow analyses to the CP Leadership Team.
- Support sourcing and buying functions, contributing to supplier negotiations, cost of goods management, and MOQ planning.

Strategic Contribution and Career Development

- Contribute to strategic planning sessions for category and brand direction, providing informed perspectives on market trends, fan behaviours, and new growth opportunities.
- Demonstrate leadership in internal initiatives, cross-team projects, or innovation efforts to build a pathway toward promotion to Senior Product Manager.
- Participate in annual category reviews and present performance insights and market positioning strategies to the CP Leadership Team.

Health, Safety, and Well-being

- Follows all health, safety, and well-being rules, procedures, and instructions. Takes reasonable care to look after their own H&S at work and the H&S of others.
- Champions excellent health, safety and wellbeing practices.

Qualifications & Experience

- Relevant tertiary qualification preferred
- Experience in retail product development and marketing
- Ideally prior experience in product buying or merchandising.
- Ideally experience in brand management

Skills & Competencies

- Strong commercial awareness and market insight
- Solid financial and project management skills
- Effective communicator and team collaborator
- Proactive, customer-focused mindset
- Strong eye for product design and market trends

Key Working Relationships

Internal

- Consumer Products Team
- Workshop Manufacturing Team
- Marketing & Comms Team
- Design Team
- Finance Team

External

- Studio Partners
- External Contractors

Change to Job Description

Completed on: 1/06/2025 Review Date: 1/06/2026