



ON TIME | COMPLETE | ERROR-FREE

FDC is the industry's leading source of digital media, laminates, banner, heat transfer films, and sign vinyl.

Join the Team at FDC

FDC Graphic Films Inc. is a Master Distributor and converter of wide-format digital media, digital over laminating films, digital banners, textile media, sign films and heat transfer films. The company sells FDC, 3M, RTape, ASLAN and HEYtex branded products exclusively through US and Canadian sign and graphics. Our achieved growth and continued success comes from having top talented individuals joining our TEAM!

Product Category Manager

Location: South Bend, Indiana

Manages Others: No

Travel: 40%

Base Pay: Salary

[Click Here to Apply for this Position](#)

Position Overview:

The Product Category Manager role will have a key impact on FDC Vision 2021, the FDC initiative to double the size of company by year-end 2021. The company aims to achieve that objective by a combination of organic growth, the addition of new product categories, markets, channels and by company acquisition. The Product Category Manager will have a significant role in identifying the opportunities, creating plans and in implementing the growth strategy. Responsibilities will include a combination of product, market and channel focused activities in support of Vision 2021. The primary objective is to fill the new product and program funnel with opportunities that will drive growth when implemented.

Essential Functions:

- Drive growth by developing strategies and implementing programs that deliver product and channel growth
- Develops Strategies and implements plans for branded product lines of Digital, Color and Heat Transfer films
- Assigned to key market segment(s) that could include existing segments such as craft, sign or exhibit and display in addition to other existing markets or those that are newly identified
- Creates plans to target and penetrate the product category or market segment
- Prospects within Brand Partner products to develop programs for new product lines
- Identifies and evaluates the product offering, including line additions and line rationalization
- Works with internal resources, existing and new suppliers to source products
- Collects market information and sales data in support of strategy and profit decisions
- Sets price levels, pricing guidelines and profit margin targets
- Sets performance goals, develops forecasts
- Interface with FDC sales staff & customers to support the sale of FDC brand products
- Work directly with FDC Sales staff to execute & implement programs
- Identifies communications goals for literature, website and promotions and works with Marketing Communications manager to develop and implement



ON TIME | COMPLETE | ERROR-FREE

FDC is the industry's leading source of digital media, laminates, banner, heat transfer films, and sign vinyl.

Core Competencies and Skills:

- Demonstrated skills in identifying problems or opportunities, analyzing, developing viable solutions and implementing
- Success in new product and new market development, creating pricing strategies
- Accomplished communication skills, ability to write and communicate ideas clearly and concisely
- Experience managing projects, developing & implementing strategies
- Success negotiating supply or partnership agreements is a plus
- Strongly prefer product management experience
- Shows a record of solid accomplishment that yielded sales and profit growth

Qualifications and Requirements:

- 5+ years' experience in sales or marketing role
- Product management preferred
- Bachelor's Degree (Business and or Marketing)
- Proficient Microsoft Office including: Outlook, Excel, Word, and PowerPoint
- Knowledge of sign or graphics industry including wide format digital printing strong plus, but not required

Must be able to pass any required background and drug screen checks.

EEO/ADA

[Click Here to Apply for this Position](#)