# PRODUCT MANAGER GRADUATE / TRAINEE

Date: 21st July 2025

Department: Product and Marketing

Location: Ashton under Lyne

Reports To: Head of Product and Marketing

## Purpose of the Role

## As a Graduate / Trainee Product Manager, you will support the Product Management team in managing the product portfolio lifecycle, while developing the skills and experience needed to progress into a Product Manager role. This is a development-focused position designed to give you hands-on exposure to product strategy, development, and market analysis, setting the foundation for a successful career in product management.

## Key Responsibilities

**Product Portfolio Support:**

* Assist in managing the lifecycle of Whitecroft product portfolio, from concept to end-of-life.
* Help gather and analyse market data to identify product gaps, innovation opportunities, and competitor activity.
* Support the team in ensuring product decisions align with customer needs and business goals.

**Strategic Planning & Road mapping:**

* Contribute to the development of long-term product strategies and roadmaps.
* Participate in cross-functional meetings with teams such as design, engineering, marketing, and sales.
* Learn how strategic initiatives are planned and executed across the business.

**Product Development & Launch:**

* Support the product development process by helping document requirements, track progress, and coordinate testing activities.
* Assist in preparing materials for product launches, including marketing content and internal communications.
* Learn how products are brought to market and how launch success is measured.

**Market Analysis & Insights:**

* Monitor industry trends and customer feedback to support product planning.
* Help analyse sales data and performance metrics to identify areas for improvement.
* Contribute to reports and presentations that inform product decisions.

**Customer & Stakeholder Engagement:**

* Participate in meetings with customers and partners to understand their needs and preferences.
* Help capture insights that can be used to improve product offerings and customer satisfaction.

**Performance Tracking & Reporting**

* Assist in tracking key performance indicators (OKRs and KPIs) for products and categories.
* Support the preparation of regular updates and reports for senior stakeholders.

**Development & Growth:**

* You will be supported with a structured development plan, mentoring, and training to build your product management capabilities.
* You’ll be encouraged to take ownership of projects and gradually expand your responsibilities as your confidence and experience grow.

## Required Skills & Experience

### Essential

* Basic understanding of product management principles, gained through academic studies, internships, or relevant project experience. A genuine interest in developing expertise within the lighting industry.
* Basic knowledge of market research and analysis techniques, with the ability to interpret data, identify trends, and draw insights.
* Interest in strategic planning and product roadmapping, with a willingness to learn how to align product initiatives with business goals and customer needs.
* Strong communication and interpersonal skills, with the ability to work collaboratively across teams such as product development, marketing, sales, and operations. Comfortable asking questions and sharing ideas.
* Numeracy and analytical thinking, with a developing understanding of financial concepts such as budgeting, forecasting, and cost-benefit analysis. Support will be provided to build confidence in commercial decision-making.
* Customer-focused mindset, with a desire to understand user needs and contribute to product improvements. Ability to build rapport and communicate effectively with internal and external stakeholders.
* Proactive and curious attitude, with a commitment to continuous learning and personal development. Open to feedback and keen to grow within a supportive team environment.

**Desirable**

* Familiarity with the lighting industry.
* Experience or knowledge of related sectors, such as manufacturing, construction, or the built environment, particularly where product development and innovation play a key role.

**Brand Value Behaviours**



* Builds awareness and understanding of other functions and wider business.
* Suggests better ways of working and proposes improvements.
* Communicates in a clear, timely, genuine and concise manner.
* Can adapt to the changing environments with passion and enthusiasm



* Builds good relationships with others in the team.
* Is there for others when support is needed, identifies when colleagues need help and acts appropriately.
* Shows an interest in our customers and their needs.
* Listens and ensures it’s a 2-way conversation.
* Escalates issues effectively.



* Has a positive, can do attitude.
* Care about and takes pride in standards of work.
* Interacts confidently with colleagues in the team.
* Shares ideas and knowledge within own field freely.

**Written By: Marcelina Fila Date: 21st July 2025**