

## JOB DESCRIPTION



<b>Job Title:</b>	PC Brand Manager
<b>Department:</b>	Purchasing
<b>Reporting to:</b>	Purchasing Manager
<b>Core Working Hours:</b>	37.5 per week to be worked between Monday and Friday

### **Key Duties & Responsibilities**

1. Act as a brand ambassador, being responsible for full range development and management
2. Analyse and develop PC, laptop workstation and server ranges to ensure a competitive offering for each defined target customer group
3. Work with component manufacturers & vendors to secure Marketing Funds towards special edition PCs such as "PC of the Month" and promotional PC's to coincide with AAA game launches
4. Analyse Sales Data, Configuration Data & Web Traffic to each range to determine range popularity with our customers, removing any ranges that are not generating sales of pre-built or modified units.
5. Analyse sales data on a daily basis and request products to be built in a timely manner to ensure correct pre specified model availability on the website where appropriate.
6. Write effective copy and descriptions, explaining features and benefits, including detailed specifications for each range of system, tailored to target the audience of each model.
7. Put up web specs using HTML, liaising and communicating effectively with the creative and web team where more comprehensive changes are needed.
8. Analyse competitors to check range and configuration option competitiveness and adjust prices where appropriate on a daily/weekly basis, producing a regular report to summarise this to management.
9. Monitor key component stock levels and obsolescence to understand when a change of spec to ensure good availability is necessary.
10. Proactively stay up to date with regards to new hardware, components, operating systems and new products.
11. Attend departmental and company meetings.
12. Maintain safe working practices whilst undertaking your working duties at all times. Maintain the highest level of good housekeeping in the office.
13. Undertake any other reasonable tasks as directed by line management.
14. Work flexibly and be receptive and adaptable to a changing environment within a fast-paced Company.

This list is not an exhaustive list of duties and you may be liable to undertake such duties as may be reasonably required of you that are within your capability.

## **Person Specification**

### Skills:

- Have in-depth knowledge of PC components and PC/workstation/server markets
- Have excellent product range control
- Be able to identify the key important features for each different sector and develop ranges to suit
- Be able to associate the correct component configurations for each model
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- Strong analytic skills to be able to analyse Sales Data, configuration data & web traffic
- Strong reporting skills to form reports and suggestions on data analysed
- Strong commercial acumen
- Excellent communication skills
- Strong Attention to detail
- Ability to work as part of a team
- Be self-motivated and driven to succeed
- Have a good work ethic.
- Proven knowledge of HTML
- Be able to work under pressure
- Good project management skills

### Qualifications and Experience:

- Degree level education is desirable but not essential
- A marketing and/or supply chain management qualification or professional training would be an advantage
- Experience of working in a similar role is essential
- Experience of a similar industry, understanding PC and server hardware and components

I confirm receipt and understand of the role perimeters for the above post and agree to undertake these duties to the best of my ability.

Name: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_