

## Product Design Lead

### Our Purpose

Acorn Manufacturing Group is a design led family business that designs and manufactures furniture under their Woodwrights and Acorn Furniture brands. The purpose of this role is to design and develop products that are relevant to the markets and deliver commercial outcomes.

This is an essential role to assist in growing the Woodwrights brand and helping deliver the exciting long-term vision for the company.

### Working at Acorn Manufacturing Group

At Acorn Manufacturing Group we are lucky enough to work with a team of creative and talented people, and we're proud of our kind and caring culture. We provide an environment where people can achieve their full potential by encouraging growth, collaboration and ideation.

### Company Values

#### Passion

Display an underlying enthusiasm and eager interest towards what we do each day.

#### Excellence

Strive for the best possible outcome in all that we do, with a high level of attention to detail

#### Integrity

Embodies honesty and transparency

#### Respect

Respect each other, and what we do

#### Humility

Approach each situation with humility and an openness to learning from different perspectives.

# Product Design Lead

**Position:** Lead Product Designer

**Location:** Auckland, Motueka or Christchurch

**Reports to:** Head of Business Development & Sales

**Hours:** 40p/w average

## Core Responsibilities

- Design and develop new products for the Woodwrights brand that aligns with the target markets, company vision and business model.
- Design and develop new products for the Acorn Furniture brand that aligns with the target markets, company vision and business model.

## Role

- Keep up to date on industry trends and market conditions and identify aligned product opportunities
- Responsible to efficiently and effectively develop new products that meet market needs and serve our business model
  - Ideation/sketching
  - 3D concepts
  - Prototyping
  - Developed design
- Identify improvements to existing products that improve manufacturing efficiencies, functionality, and design appeal  
Understand the company's vision for each brand and ensure the product offering reflects that
- Managing the process of designing and developing new products, constantly looking for ways to streamline and enhance the process
- Work with the wider team to execute the company's design direction
- Lead the product development team as it grows and expands
- Understand the manufacturing process and the opportunities it presents
- Liaise with suppliers and contractors as required on the development of a new product

## Interactions

### External

- Customers (Specifiers and Public)
- Suppliers
- Contractors

### Internal

- Managing Director
- Head of Business Development & Sales
- Marketing Manager
- Brand Manager
- Sales team
- Creative Manager
- Technical Product Manager
- All Staff

## KPI's

- **Revenue and profitability generated from new designs**
- **Delivery of the Product Development plan**

## Health & Safety

- Contributes to 'safety first' culture at Acorn Manufacturing Group by ensuring the health & safety of all employees comes first
- Any risk of injury to clients, contractors or employees is minimised through compliance with all current and future health and safety legislation
- All policies and procedures are complied with at all times
- Hazards are reported and recommendations made to eliminate, isolate or minimise exposure to such hazards
- Incidents and near misses are reported

# Product Design Lead

## Knowledge, Skills & Personal Qualities

- Authentic and personable
- Humility
- Experience in product design
- An eye for detail and design
- Adaptability
- Driven to exceed goals and deliver exceptional results
- Self-motivated with a passion for furniture and interiors
- Strong presentation, negotiation, and communication skills
- Positive can-do attitude
- Customer Centric
- Proficient computer skills
- Experience in 3D modeling product – ideally using Autodesk Inventor or Fusion 360
- Very good verbal and written communication skills.
- Ability to work to agreed time constraints and deadlines

## Key Ethos

### Lives the values

You put extra effort in, do the best job for the team and the customer while striving to improve process and efficiency.

### Builds mutual trust and respect

You develop positive relationships, treating everyone with respect and consideration.

### Thrives on feedback

You seek feedback on how you can improve, evolve and continually do better.

### Always looking to improve

By seeking feedback on your performance, asking the right questions and listening more than you talk.

## Behaviour Competencies

### Customer focus

Making customers and their needs a primary focus of own actions. Developing appropriate solutions. Taking action that is consistent with available facts, constraints and probable consequences.

### Communication

Open communication approach. Comfortable with dealing with relationships at all levels. High levels of confidentiality, good verbal and written skills paired with open and honest communication.

### Self awareness

Demonstrates an awareness of own strengths and development needs, as well as the impact of own behaviour on others.

### Well organised

Meets deadlines & commitments even when interrupted. Plan and effectively implement work activities in an environment where interruptions are unexpected events are the norm. Prioritises work according to business importance.

### Teamwork

The ability to behave in a co-operative and supportive manner within a team by actively contributing whilst remaining flexible to the needs of others.

### Initiative

Uses initiative where appropriate, adaptable and receptive to new ideas and willing and able to adjust to changing demands and circumstances.