Product Specialist – Big Agnes, Inc

Position Type: Non-Exempt/Hourly Reports to: Product Development Manager

Big Agnes produces high quality outdoor equipment and strives to do so in a sustainable manner. We outfit all people with the gear needed to camp comfortably, explore the backcountry...and have FUN! Across our teams, offices, supply chain and communities we are committed to providing a sustainable and inclusive workplace.

Summary/Objective:

As a member of the Product Development Team the Product Specialist supports all development projects by cataloging technical specifications that will be used in consumer facing and internal printed assets. Candidates must be detail oriented and possess the ability to understand and convey technical product specifications. Excellent writing and grammar skills are needed to assist in the creation and proofing of supporting printed assets. To succeed in this role, you will need strong communication, organization and planning skills and be able to meet tight deadlines.

Essential Duties/Responsibilities:

- Create and maintain all technical product specification details for the entire product line.
- Work with Product Development and Sourcing teams to ensure all specification details are up to date.
- Distribute technical information across multiple departments in a variety of formats that may be used in packaging, sales collateral, internal specification guides, consumer catalogs and workbooks.
- Proof any materials where technical information is published.
- Assist Marketing to transform technical copy into marketing copy and verify technical details.
- Responsible for initial draft of lead marketing product copy to be used at BA.com (SEO rich for web) and packaging/hang tags. Hand off to marketing to finalize/adjust as necessary.
- Maintain lead marketing copy by adding new products seasonally, updating carry-over copy and drafting copy as requested.
- Project Manager for packaging team Manages packaging calendar and planning, and acts as the Product Development representative on the Packaging Team
- Work with team representatives from Marketing, Art and Sourcing in the creation and maintenance of seasonal packaging calendars.
- Coordinates cross-department team meetings to discuss packaging project status and identify required actions.
- Create and maintain packaging details in Excel for communication of ordering codes to the factories and suppliers.
- Communicate packaging details and provide art files to factories to ensure they can order and receive packaging on time.
- Manage translations for packaging team and maintain translations database.
- Perform market research to be used by Product Development as a resource for Line Planning, and by Sales and Marketing to understand product positioning and aid development of their respective strategies.
- Attend GTM meetings to hear initial product presentations and understand early development of sales and marketing strategies.
- Use Adobe InDesign to create and maintain the product line "At A Glance" document that will be used during the development process and in communication with to Marketing, Sales, and Art departments.
- Create product sell sheets as needed.
- Act as point of contact within Product Development to answer all technical product questions from other departments.
- Assist developers in writing and proofing the product set-up instructions and use Adobe InDesign to lay out the final art. Manage timeline and delivery to manufacturing partners.
- Coordinate product studio shoots with external photographer.
- Potential to travel to other industry events to understand how customers are receiving the products/brand.
- Work on special projects as assigned by Product Development Manager

Job Qualifications:

- Experience creating and maintaining technical information.
- Excellent writing, grammar, and proofing skills a must
- Clear and effective written and verbal communication
- Proficiency in Microsoft Excel
- Proficiency in Adobe Illustrator and InDesign
- Good problem solving and multitasking skills.
- Meticulous and highly detail oriented
- Ability to manage workload efficiently and meet tight deadlines.
- Passionate active outdoor user with strong knowledge of outdoor industry products
- Positive attitude and ability to collaborate with teams across the organization.
- Demonstrate integrity, respect for individuals and ethical behavior.

Working Environment/Physical Activities:

- Ability to sit for period of times at the computer/phone.
- Possible heavy lifting, bending up to 75lbs.
- Ability to stand for durations of time.
- Routinely use standard office equipment such as computers, phones, photocopiers, filing cabinets

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.