



Strategic Product Specialist

Who are we?

Bremworth is an innovative premium rug and carpet company with manufacturing facilities in Auckland, Napier, and Whanganui. We are guided by our purpose of finding sustainable solutions. Bremworth is on a transformational journey focussed on helping to introduce more natural products into our customer's homes and daily lives.

Our choice of fibre is New Zealand wool. Our 60+ years of experience has taught us that wool is not only 100% natural, biodegradable and renewable, but it's also a brilliant fibre for design innovation and overall flooring performance.

With a large range of wool carpet styles, and wool rugs available in custom shapes and sizes to suit any space, we've got the perfect solution to naturally soften and elevate home interiors.

Bremworth was voted New Zealand's most trusted carpet brand for eight consecutive years, employing over 400 people across New Zealand and Australia, with local sales teams based in New South Wales, Victoria, Queensland, South Australia and Western Australia.

About the role:

This role provides a unique opportunity for a Strategic Product Specialist to join an iconic, purpose-led New Zealand brand on an exciting transformational journey.

If you're a creative thinker committed to delivering an awesome product offer to our consumers and customers then this role could be perfect for you.

This is a permanent full-time position directly reporting to the General Manager of Global Marketing, Product and Digital Business.

Background to the Product Innovation Department

The Bremworth Product Department is a hub of creativity, which has successfully developed market leading designs, colours and solutions in flooring

As our business continues to transform and evolve at pace, we're looking for new talent to help accelerate our product proposition to consumers across the world

We are a down to earth, creative, fast moving, fun, and supportive team so get in touch if this sounds like a good fit for you.

Key responsibilities

- Manage the concept to consumer process
- Define the product strategic roadmap
- To own product related consumer and competitor insights
- Develop a range plan to be consistent with strategy
- Deliver targets for sales and GM%

Bremworth

- Develop an intricate understanding of retail, retail locations and product distribution
- Plan and manage product range performance and product lifecycle
- Approve product briefs, execution and costing
- Provide product infokits to marketing
- Work collaboratively with Planning, Product Development, Product Design, Marketing, and Sales divisions to grow the business

This position will suit someone who is:

A go getter who wants to make a real difference to an iconic Kiwi brand set to take on the world.

And has:

- Understanding of how to build a strong premium brand through creating well thought through product line strategies
- Commercial acumen
- Numerical and analytical skills
- Strong communication and interpersonal skills
- Attention to detail
- High energy and confidence
- A natural desire to collaborate and build strong internal and external relationships
- A natural passion for premium design would be a real bonus

What's in it for you?

An excellent opportunity to:

- Join a passionate, purpose-led company
- Be a part of an ambitious and highly driven team
- Progress your career
- Be part of a supportive and people-centric work culture including flexible working hours

If this sounds like the perfect role for you, apply now! Please attach your cover letter and resume.