

## Marketing Manager, Product

The National Association of REALTORS®(NAR) <https://www.nar.realtor>, is a team of professionals dedicated to providing world-class service to over 1.4 million REALTORS® working in the United States and around the world. The real estate industry is fast-paced and fast-changing--each year, our members participate in the sale, lease, and management of billions of dollars in real estate. As in every industry, our members' value proposition is constantly being challenged by innovation.

It is our mission to help REALTORS® navigate that change and thrive in their careers. We cannot do that without the ideas, passion, and commitment from our talented employees. As our greatest assets, employees are offered their pick of competitive benefits/perks and flexible work options. In 2020, NAR was certified as a Great Place to Work. Our most successful employees are committed to our Core Values, which are:

Putting Members First  
Leading Change  
Giving Respect  
Collaborating  
Communicating  
Advance Diversity and Inclusion

### **Position Summary:**

NAR's Strategic Business Innovation and Technology team is looking for a Product Manager to join their team. Reporting to the Vice President of RIN and Strategic Initiatives, the Product Manager will be responsible for proactively executing new marketing strategies and products to expand the Strategic Initiatives products business. This will include developing and managing products that increase member value, delivering business boosting resources and tools, assist with VP with conceptualizing strategies to market and sell NAR and partner educational products, achieving revenue goals, and collaborating with NAR's marketing team on targeted communications strategies. This candidate is a "go-getter" with strong written and verbal communication skills, proactive and leads with a collaborative, team-oriented approach.

### **Duties and Responsibilities:**

- Responsible for new product development for products in the REALTOR® Store. Duties include developing overall product lines, overall P & L responsibility for all product lines with concentration on ensuring profitability, evaluating product proposals, negotiating contracts, establishing and enforcing development timelines.
- New product and product partnership selection. By Direction of the VP, assist with executing strategic direction and implementation for all research, choosing methods, channels, and companies to carry out work.
- Investigate implementation of new products by initiating and coordinating ongoing market research and holding regular meetings with internal subject matter experts to determine market trends and uncover new product ideas. Explore new product ideas using online surveys, focus groups, and competitive intelligence.
- Manage the NAR Bookshelf program including managing existing and developing new vendor relationships, acquiring new products, evaluating product proposals, discontinuing obsolete products, manage quarterly revenue share, and add market relevant new products based on Member and market feedback.
- Manage the online REALTOR Store, including site development, functionality and enhancements, and ensuring the best in class ecommerce member experience.
- Develop site content including product descriptions, maintaining current pricing, selecting and placing product specials and promotions online, working with other NAR managers to assist with placement of their products, and working with marketing group on product sales and promotions inside and outside of REALTOR Store.
- Manage and execute logistics aspect of Product Management program including creating and formatting presentations and reports, scheduling meetings, responding to member inquires, processing incoming mail including check and international orders, and processing product returns.
- Responsible for maintaining relationship with outside fulfillment vendor for product call center customer service, product sales, and product distribution. Work with selected vendor to train customer service representatives to provide outstanding customer service to NAR members.
- Make decisions on product life cycle to maintain continuously evolving product lines, performing cost analyses, making obsolescence decisions, developing revision plans and analyzing sales patterns.

- Assist with operating Member Value Plus and Right Tools Right Now programs assuring a consistent stream of products available for the programs and offers available for the programs working with all NAR groups to accomplish their group priorities.
- Work closely with the marketing team to create detailed product launch planning, special event product sales, product promotion throughout NAR publications, digital product advertising, eNewsletter management, and CRM planning for the REALTOR® Store. Assist team in developing and implementing alternative distribution channels for NAR products.
- Other duties as assigned.

#### **Qualifications:**

- 5+ years' experience in product management and/or marketing role, related real-estate industry experience is a plus
- Results oriented with high attention to detail, ability to multi-task, and meet deadlines in a dynamic, fast-paced team environment
- Exceptional leadership, time management, facilitation, and organizational skills
- Demonstrated ability to work effectively with cross functional teams and multiple stakeholders
- Exceptional communication skills—verbal, written, and presentation
- Demonstrated working knowledge of current digital market
- Ability to work effectively both independently and as part of a team
- Ability to travel 25% of the time

#### **How to Apply:**

Apply online by visiting our Careers page at <https://www.nar.realtor/careers>

**National Association of REALTORS® is an Equal Opportunity Employer  
(EOE/Minorities/Females/Vet/Disabled)**