



StickerYou Product Manager

About StickerYou

StickerYou is a global e-commerce leader in custom-printed, die-cut products that empower businesses and consumers to create professional-grade materials for marketing, packaging, décor and personal expression. Founded in 2008, StickerYou is an influential e-commerce trendsetter, using proprietary die-cut technology to create customized stickers, decals, iron-ons, badges, patches, labels, magnets and more in orders of one - to hundreds of thousands.

Fueled by a creative and passionate team, StickerYou is dedicated to growing the most engaged and talented people in Toronto, Canada.

Our new Product Manager will join the team to help us evaluate trends in the market for custom printed products and turn that research into new products based on thorough analysis both of the market potential and the costs of bringing an idea to production. Consumer interest in holographic and glitter materials is a recent trend we picked up on to drive the introduction of new products and we believe we're just scratching the surface both in the B2C and B2B markets.

- Own the product P&L for defined product categories, including costing, material and supplier selection, pricing and promotional strategies
- Keep abreast of industry trends and appropriate technologies to recognize emerging customer needs and market opportunities
- Conduct market research to identify and prioritize product opportunities which align with our core strengths - Personalization, Customization, Flexible Online Ordering and Proofing
- Define and lead the strategic product planning process including sales and product development direction to expand our portfolio
- Work cross functionally with engineering, operations, and supply chain to ensure achievement of revenue and profitability objectives
- Collaborate with sales and support teams to identify existing customer pain points and convert those insights into new products or product improvements
- Contribute to the development of marketing, sales enablement and training tools

Position Requirements:

We're looking for an influencer who can hit the ground running and ideally comes with a track record they can point to of relevant products they've helped bring to market. The core skills that will be needed for this role include:

- Product Analytics - creating and analyzing numerical data to properly position, price, and cost products. Good in business math, advanced skills in Excel or Google Sheets.
- Market Research - both primary and secondary research experience and ability to glean important insights on market, competitors or customers and establish estimated product demand potential.
- Marketing communication - creative content producer for products so that sales, marketing teams and customers will be inspired by the benefits of the product.

We're looking for someone who will:

- Bring broad business, operations & marketing exposure across industry sectors.
- Think like an entrepreneur and act like a project manager who is excited by using data to generate insights that will shape their own direction and help grow the business
- Willing to take some (well calculated) risks and learn from mistakes
- Think through problems logically and is good with operational and marketing math to work out probabilities and profits
- Use a positive yet meaningful communication style where the sizzle doesn't outshine the substance.
- Think with Business in mind (you probably went to Business School but it's not essential)

Things that could tip the scale in your favour:

- B2B and B2C marketing experience
- Experience with the digital print industry, signage, wearables or packaging industry especially in promotional products
- Physical product management (e.g. packaged goods, toys, etc.)
- Market research from either a marketing agency or within a company

Reasons to work at StickerYou:

- A high-growth company
- Strong leadership team
- Company-wide positive energy that's infectious - people enjoy coming to work every day!
- Fast-changing environment with ample learning and growth opportunities
- Growing a global Canadian brand
- Strong corporate vision to make small companies "Better"
- Ability to serve a large variety of small and medium sized businesses in many segments
- Canadian company with local manufacturing thereby supporting our local economy
- Experience with cutting edge e-commerce and customization technology
- Fun work atmosphere including Beer Fridays, Goal Hitting Pizza Days, etc.

If you're interested in applying for this position, please send your resume to careers@stickeryou.com