

**RSR GROUP, INC.  
JOB DESCRIPTION**

**POSITION TITLE: Product Specialist**

**TITLE OF IMMEDIATE SUPERVISOR: Product Information Manager**

**DATE SUBMITTED: November 2020**

**POSITION SUMMARY:**

This position is responsible for ensuring the accuracy of all product information including product descriptions, product features and attributes, relatedness, sell copy, packaging and shipping characteristics, restrictions, etc. This position will obtain product specifications, enter all product information in the computer system and will work with marketing to update the product image library and the sell copy used for print media and the website.

**REGULAR DUTIES AND RESPONSIBILITIES:**

Enters all new items in the TelNet system.

Acquires all product specifications either from the manufacturer or through product review.

Develops and implements standardized descriptions and product attributes.

Categorizes new products based on product type by selecting the appropriate category and sub-category.

Enters product pricing (cost and sell) as provided by purchasing and/or calculates pricing using provided formulas.

Enters shipping restrictions using guidelines provided by compliance and/or by manufacturer instruction.

Works with purchasing to determine appropriate initial sales group (V, A, B, or C) based on comparable products to ensure that products are placed most efficiently in the warehouse.

Reviews new sku report to check for accuracy and consistency.

Assists the marketing department in obtaining product images for the image library.

Responds to and tracks product inquiries from service professionals and customer service.

Reviews and updates product attribute and image discrepancies in the inventory master file.

Reports discrepancies to sales management, strategic accounts, and purchasing.

Correlates accessories with related firearms to provide the sales staff and website customers with additional suggested products to improve overall sales.

Develops bullet points and sell copy based on product features and included accessories.

Analyzes product offering and identifies accessory opportunities.

Supports projects enhancing our product offering, product attributes, website, and the inventory master file.

Assists Strategic Accounts with new product and attribute changes. Completes customer specific templates as necessary.

Develops and maintains a keyword dictionary for existing and new product to assist with web searches.

**EMPLOYEES SUPERVISED:** None

**QUALIFICATIONS:**

This position requires extensive product knowledge and attention to detail. The Product Specialist must be able to communicate effectively with coworkers and vendors, have strong organizational skills as well as the ability to work independently. The ability to enter data via keyboard quickly and accurately and proficiency in Word and Excel or similar software applications is required.

**Physical demands:**

While performing the duties of the Product Specialist, the employee is regularly required to talk and hear. The employee is frequently required to walk, sit, use hands to finger, handle, or feel and reach with hands and arms. Specific vision ability required include, close vision, distance vision, peripheral vision and ability to adjust focus. Occasional lifting and moving of product is required.

The physical demands of this job are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**DUTIES AND RESPONSIBILITIES MAY BE ADDED, DELETED, OR CHANGED AT ANY TIME AT THE DISCRETION OF THE MANAGEMENT, FORMALLY OR INFORMALLY, EITHER VERBALLY OR IN WRITING.**