

**RSR GROUP, INC.**  
**JOB DESCRIPTION**

**POSITION TITLE:** Product Specialist

**TITLE OF IMMEDIATE SUPERVISOR:** Associate Counsel

**DATE SUBMITTED:** September 1, 2017

**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, regulations, 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. The Product Specialist will also work with the warehouse to make sure product is designated properly and will assist with minimum storage requirements.

**REGULAR DUTIES AND RESPONSIBILITIES:**

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

Updates and enters all product information in the computer system.

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

Processes all new items and develops standardized descriptions.

Enters product specifications in the warehouse/inventory master file.

Assists the marketing department in obtaining product images for the image library. Develops sell copy based on product features.

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

Researches product discrepancies and updates the buyers and service professionals.

Monitors product restrictions and updates inventory records accordingly.

Analyzes product offering and identifies accessory opportunities.

Works with purchasing and the warehouse to ensure that product is assigned the correct sales group (V, A, B, C or S) and is placed most efficiently in the warehouse. Answers warehouse questions regarding minimum storage requirements.

**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.**