



*Equipment, Systems, Consulting and Engineering
for Swimming Pools, Aquatic Facilities and Water FeaturesSM*

Product Specialist

Natare is seeking a passionate and knowledgeable Product Specialist to join our team.

Job Summary: The Product Specialist will serve as the expert on our products, specifically our Natare SOLID™ floor and deck surfacing, providing in-depth knowledge and support to both internal teams and external customers. This individual will play a key role in product development, marketing, and customer education initiatives.

Responsibilities:

- Become an expert on our products, understanding their features, benefits, and applications.
- Collaborate with the product development team to provide insights and feedback based on customer needs and market trends.
- Create engaging product demonstrations and presentations for internal training sessions and customer events.
- Support the sales team by providing product expertise during customer consultations and presentations.
- Assist with the development of marketing materials, including product brochures, website content, and social media posts.
- Conduct product training sessions for internal staff and external customers, both in-person and virtually.
- Gather feedback from customers and internal stakeholders to identify areas for product improvement or new product development.
- Stay updated on industry trends and competitor products to maintain a competitive edge in the market.

Requirements:

- Bachelor's degree in Marketing, Business Administration, Engineering, or a related field.
- Proven experience in a product specialist role or similar position, **preferably in the floor covering industry.**
- Strong technical aptitude with the ability to understand and communicate complex product features and specifications.
- Excellent presentation and communication skills, with the ability to tailor messages to different audiences.
- Creative thinker with a passion for problem-solving and innovation.
- Ability to work independently and collaboratively in a fast-paced environment.
- Proficiency in Microsoft Office Suite and other relevant software applications.
- Willingness to travel as needed for customer visits, trade shows, and other events.

We offer competitive compensation, benefits, and opportunities for career growth within our organization. Interested candidates can apply by sending their resume to natarehr@natare.com with the position as the subject line.

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