

SSCAR13 Product Development Manager

1. Job role

TCF sub-sector	Carpet and Textile Floor Covering Manufacturing
Functional area	Product Design and Development
Job role	SSCAR13 Product Development Manager
Job role description	Leads and manages product development strategy, teams and processes within carpet manufacturing operations, ensuring successful delivery of innovative, commercially viable and technically sound products. In Australia's carpet manufacturing industry, the Product Development Manager oversees the end-to-end lifecycle of product development, from concept and design through to testing, validation and commercial production. The role integrates design, engineering, materials, production and market requirements to deliver products aligned with customer needs and business strategy. The manager works closely with R&D, CAD, production, quality, supply chain and sales teams to drive innovation, manage risk, ensure compliance and optimise time-to-market in a competitive and technology-driven manufacturing environment.
Performance expectations	• Delivering successful product launches aligned with business strategy • Managing product development timelines, budgets and resources • Ensuring products meet quality, cost and performance targets • Driving innovation and continuous improvement • Leading cross-functional teams effectively • Ensuring compliance with standards and regulations • Managing risk and resolving development challenges • Supporting customer and market requirements
Specialisation	Carpet product innovation, sustainable materials, process integration, commercialisation strategies, multi-product portfolio management
Application in other sectors	• Textile and apparel manufacturing • Flooring and building materials • Automotive and industrial manufacturing • Consumer product development • Advanced manufacturing industries

2. Key tasks and critical work functions

Key tasks	• Developing product development strategies and roadmaps • Leading product development teams and projects • Overseeing design, prototyping and testing activities • Managing budgets, timelines and resources • Coordinating cross-functional collaboration • Reviewing technical specifications and approvals • Engaging with customers and stakeholders • Monitoring product performance and market feedback
Critical work functions	• Ensuring alignment between product development and business goals • Delivering commercially viable and technically feasible products • Managing risk and complexity in product development • Maintaining high standards of quality and compliance • Driving innovation and competitive advantage • Ensuring efficient development processes and time-to-market • Supporting organisational growth and product portfolio expansion

3. Technical skills

Product development management	Leading development lifecycle and project delivery
Materials and process knowledge	Understanding fibres, yarns, tufting, coating and finishing
Commercial awareness	Balancing cost, performance and market requirements
Standards and compliance	Applying AS/ISO and regulatory requirements
Project management	Planning, budgeting and resource management
Data and analysis	Using performance and market data for decisions
Systems integration	Working with ERP, MES and CAD systems
Innovation management	Driving research, development and new product initiatives

4. Generic Skills

Leadership	Leading teams and driving performance
Strategic thinking	Aligning development with business goals
Communication	Engaging stakeholders and teams
Problem solving	Resolving complex development issues
Decision making	Making informed strategic and operational decisions
Collaboration	Working across functions and external partners
Adaptability	Responding to market and technology changes

5. Emerging skills

Emerging skills	• Sustainable and circular product development • Advanced materials and smart textiles • Digital product development and simulation tools • Data-driven innovation and analytics • Integration with Industry 4.0 technologies • ESG and lifecycle assessment integration
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6. VET Qualifications and Skill Sets

Entry-level preparation	MST40122 Certificate IV in Textile Design and Technology or equivalent
Advanced development	Bachelor's degree or advanced degree in Design, Product Development, Engineering, Business Management, Textile Technology, Industrial Design

7. Job progression

Possible job progression	Technologist / Analyst → Senior Technologist → Product Development Manager → Head of Product / Innovation → Executive Leadership
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8. Classification

Australian Qualifications Framework	Level 5-8
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 1-2
Open Source Classification of Occupations for Australia (OSCA)	Product Development Manager / Manufacturing Manager



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