

VOLKSWAGEN

GROUP UNITED KINGDOM LTD

Job Description

Job Title	Aftersales Product Manager
Function/ Brand	Aftersales
Department	Aftersales Business Development
Job Grade/ Salary Grade	D/D2
Location	Blakelands

Role Reports to	Aftersales Product Marketing Manager
Direct Reports	0
Budget Accountability	No

Job Purpose

To manage an agreed portfolio of Aftersales products to deliver sales growth, managing suppliers and stakeholders. You will ensure that all products are accurately set up for ordering and positioned across all sales channels supported with a clearly defined marketing plan. You will manage everything from launch planning to product lifecycle changes, optimising sales and profitability by being a step ahead of the market at all times, closely monitoring the latest trends and identifying new commercial opportunities.

Key activities delivered in the role

- Introduce and maintain an agreed portfolio of Aftersales products to ensure all relevant opportunities are exploited, including volume planning, mix, pricing and margin management. Portfolio could include Accessories, Merchandise and Parts, and both factory and non-factory suppliers
- Monitor performance to ensure that targets are achieved.
- Work closely with the Sales Field Team who hold the responsibility for Retailer level engagement and performance with Accessories and Merchandise.
- Work closely with the One.Aftersales Investor Managers and Demand Generation Specialists who have responsibility for Retailer level engagement and performance of Parts, Tyres and Oil.
- Work closely with the pricing and planning teams to ensure regular monitoring of performance and inclusion into annual planning round cycle and budget process.
- Work closely with the TPS Marketing and Sales teams who have responsibility for TPS Centre engagement and performance of non-factory parts for segment 3 vehicles and Quantum oil, lubricants and consumables.

- Develop strong working relationships with suppliers, and other markets where existing insight and processes may exist
- Apply supplier contracting methodology ranging from simple contract renewal through to full competitive tender, implementing changes and improvements gained.
- Identify opportunities and analyse market and market trends to aid business decision making and business development. Following appropriate business case sign off for promotions.
- Identify new sales opportunities that collectively promote growth across both Genuine and Non Genuine parts, for example; mixed parts product kits.
- Manage the contracts, rebates, pricing and relationships with all non-factory suppliers
- Maintain parts system information, and where appropriate the accessories and merchandise product catalogue system (PIP), ensuring that all relevant products are accurately and appropriately hosted on the Network and TPS facing product systems
- Accountable for sign off and approval of product data across all marketing media (brochures, web, advertising etc.)
- Task ownership and responsibility for operational matters relating to the traditional business model whilst also having an active involvement in business transformation projects and workstreams such as eCommerce and Agency
- Support and take an active role in the establishment of the new processes, technology, ways of working, rules of engagement and business needs relating to business transformation projects.
- To adopt responsibility as a key stakeholder within the Environmental Compliance Management System (ECMS) and/or Product Compliance Management System (PCMS) 1st Line of Defence (LoD). Responsible for owning and day to day management of local Environmental & Product related risks as identified within the ECMS and/or PCMS programmes; ensuring continued compliance with VWG Policies.

Working Relationships

Who does the role regularly interact with?

- Internally – Investor Manager teams, Sales Field Team, TPS Marketing, TPS Sales team and network, Programmes Manager, Demand Generation Manager/Specialists, Aftersales Business Intelligence, Group Parts Logistics, Procurement.
- Externally – Non factory suppliers, Factory Departments, international markets.

Person Specification

Skills	Essential	<ul style="list-style-type: none"> • Ability to interact with credibility across a range of stakeholders at all levels: • Strong analytical and project management skills • High degree of commercial awareness • Ability to work well under pressure and deliver to tight deadlines. Strong communication and interpersonal skills • Highly numerate with meticulous attention to detail • Self-starter capable of working under own initiative, strong planning and organising skills
	Desirable	<ul style="list-style-type: none"> • Experience of supplier management, procurement and contract negotiation.
Experience	Essential	<ul style="list-style-type: none"> • Experience of launching initiatives & programmes, demonstrating dynamic and entrepreneurial flair. • Experience of working with and managing external suppliers to deliver KPIs and SLA's
	Desirable	<ul style="list-style-type: none"> • Broad experience across Group, sales and/or Aftersales • Field experience • Product Management / Marketing
Qualifications	Essential	<ul style="list-style-type: none"> •
	Desirable	<ul style="list-style-type: none"> • Degree educated (preferable but not essential) • Relevant Brand language knowledge an advantage

Career Pathways

Group Essentials

I
WE TAKE ON RESPONSIBILITY FOR THE ENVIRONMENT AND SOCIETY.

II
WE ARE HONEST AND SPEAK UP WHEN SOMETHING IS WRONG.

III
WE BREAK NEW GROUND.

IV
WE LIVE DIVERSITY.

V
WE ARE PROUD OF THE WORK WE DO.

VI
WE NOT ME.

VII
WE KEEP OUR WORD.

Version Control

Date	Version No.	Reviewed by	Comments / Action
May 2022	1	HoB/HR	
October 2022	2	People Team	To include ECMS/PCMS

From 2021 onwards this document is version controlled via SharePoint, the latest version of this document will be held on Life online therefore this document is uncontrolled if printed.