

Demand Generation Specialist

Basic Job Information

Job Title	Demand Generation Specialist
Brand/Function	One Aftersales
Department	Aftersales Retailer Operations
Job Grade	D/D2
Location	Field Force
Role Reports to	Demand Generation Specialists Manager
Direct Reports	0
Budget Accountability	No

Job Purpose

Responsible for improving the performance of a group of retailers across VWPC, VWCV, SEAT, CUPRA and SKODA, identified with the Investor Manager team the Demand Generation Specialist Manager.

Key Areas of Responsibility

- Retailer Performance Improvement– working intensively with a small group of underperforming Retailers as identified with the Investor Manager team to identify and diagnose issues, develop, agree and implement actions and monitor progress until performance improves to the pre-agreed level.
- Functional Areas of responsibility – include but are not limited to:
 - Aftersales Marketing
 - Campaign Generation
 - Lead management
 - Loyalty Product sales
 - Data Capture
 - Service Core process
 - Digital Experience
 - Customer Journey
 - Upsell techniques
- 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

Compliance Responsibility

Working Relationships

- Internally – Investor Manager team, Programme Manager, Demand Generation Managers, Aftersales Experience Manager, CX function, Insight and Reporting.
- Externally – Retailer Aftersales/Service Managers and Heads of Business.

Skills

- An ability to effectively engage and communicate with a diverse range of stakeholders within the retailer businesses and brand, in a variety of business settings.
- A thorough understanding of the core processes necessary to deliver retailer excellence in your specified area.
- Passion for improving Customer Experience
- Aptitude for Process based approach

Experience

- Strong commercial acumen

Qualifications

Career Pathways

Version Control

Date	Version No.	Reviewed by	Comments/Action
From 2021 onwards document version control is controlled via SharePoint, the latest version of this document will be held on Life Online and therefore this document is uncontrolled if printed.			