

Product Manager

Basic Job Information

Job Title	Product Manager
Brand/Function	All Brands
Department	Product Planning
Job Grade	D / D2
Location	Blakelands
Role Reports to	Product Marketing Manager
Direct Reports	Varies by brand
Budget Accountability	No

Job Purpose

Responsible for the management of relevant models to ensure that price, specification, margins and mixes are in line with market and business requirements and support model performance against strategic objectives. Supports the business from launch planning through to product lifecycle changes and associated actions

Accountable for ensuring that all products are accurately set up for ordering and all product information is accurate.

Key Areas of Responsibility

Legal Framework

- Understand, communicate and work within any revised legal framework based on the introduction of any new Sales Channels).
- Ensure any revised ways of working are captured formally, introduced into the VWGUK/Brand processes and recorded in-line with Audit & Legal guidelines.
- 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.

ECMS & PCMS

- As part of VWG UK's 2nd line of defence within ECMS & PCMS programmes, adopt responsibility for supporting the management, steering and control of Environmental & Product compliance relevant activities; ensuring continued compliance with VWG Policies.

Delivery

- Responsible for management of relevant models to ensure that price, specification and mixes are in line with market and business requirements.
- Responsible for using and interpret analysis of customer, price, specification and mix data to make implement actions to support model performance against strategic ambitions.
- Responsible for constantly monitoring of competitor actions and competitive position to ensure that actions required to optimise sales and profitability are identified.

- Responsible for model definition and set-up on all VWGUK systems to ensure that vehicles are specified and displayed correctly on all dealer and customer facing systems such as website, configurator and other digital tools
- Accountable for sign off and approval of product data across all marketing media (brochures, web, advertising etc.)

Factory Stakeholder Management

- Negotiation of proposals for price, specification, product positioning, product lifecycle actions with the factory to ensure strategic performance ambitions can be achieved
- In conjunction with Sales Planning Manager develop the long term sales planning for relevant models

Internal Stakeholder Management

- Co-ordination and management of product launches and lifecycle actions across the business.
- Work with the Marketing teams to effect the optimal marketing mix for product marketing communications
- Cross-functional collaboration on actions to support VWG and Brand strategic priorities including, but not limited to connected services, e-commerce solutions, systems integrations, future sales models and moving to more sustainable solutions
- Involvement in tactical sign-off process, managing the stakeholders between Product Planning, Network Sales, Marketing, Brand Controller and Brand Director. This could either be representation and ownership at a product model or sales channel approach
- Task ownership and responsibility for operational matters. Have an active involvement in any business transformation and workstreams
- 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

Financial Management

Margin/mix planning and forecasting including submission to finance.

Compliance Responsibility

--

Working Relationships

- Product Marketing Manager
- Product Support Manager
- Product Data Manager
- Head of Product Planning
- Planning & Supply and Tactical teams
- Brand Digital, Marketing Demand Generation and Customer strategy Teams
- Network Sales and Direct Sales
- VWFS team
- Group ECMS & PCMS teams

Skills

- High attention to detail
- Strong numerical and analytical approach
- Good commercial acumen and awareness
- Strong influencing and stakeholder management skills
- Good interpersonal and communication skills
- Process orientation
- Project Management experience

Experience

- Previous analytical role

Qualifications

Career Pathways

Version Control

Date	Version No.	Reviewed by	Comments/Action
May 2022	1	HoB/HR	
October 2023	2	People Team	Include ECMS/PCMS
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.			