

# Head of Product Planning

## Basic Job Information

<b>Job Title</b>	Head of Product Planning
<b>Brand/Function</b>	All Brands
<b>Department</b>	Product Planning
<b>Job Grade</b>	G/G
<b>Location</b>	Blakelands
<b>Role Reports to</b>	Brand Director
<b>Direct Reports</b>	Varies up to 6
<b>Budget Accountability</b>	Agreed annually with Brand Director

## Job Purpose

Develop and implement a suitable product marketing mix strategy that creates a new car product positioning sufficient to achieve our new car sales and profit targets.

Responsible for new car sales planning, supply planning, commercial tactical incentive planning across all channels, product positioning and payment governance of margin and tactical incentives to network partners and customers.

Responsible for the delivery of the new car sales target through coordination and steering of the Network Sales & Direct Sales operations teams to achieve the agreed new car sales targets of the Brand.

## 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.

### 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

- Accountable for the pricing, specification, RV management and cohesive product strategy for the Brands
- Responsible for achieving profit and new car performance metrics for the Brand as agreed with the factory
- Responsible for effective management, negotiation and deployment of the Brands commercial tactical and margin budgets as agreed with the factory

- Delivery of product marketing activities, including planning and launching new models, model lifecycle management including management of commercial tactical incentives and campaigns across all new car sales channels, model profitability and sales volumes
- Delivery of strategic growth plans and associated marketing mix requirements for rolling 5 year planning cycle staying ahead of market and consumer trends
- Deliver the new cars sales target for the brand steering the Network Sales & Direct Sales teams delivery of sales targets to meet the agreed sales targets with the factory

**Factory Stakeholder Collaboration**

- Management of factory interfaces relating to product positioning, product price, sales planning, supply management, commercial tactical incentive budgets and margin trading terms design
- Responsible for brokering new cars sales targets and commercial budgets by model and channel with the factory

**Internal Stakeholder Collaboration**

- In conjunction with Network Sales & Direct Sales develop annual new car margin trading terms aimed at achieving network sales, profit and brand objectives
- In conjunction with Network Sales & Direct Sales agree short, medium and long term new vehicle sales targets
- Accountable for the governance and steering of Brand sales channel performance meetings across all new car sales channels
- Provide all Sales Planning & Performance Reporting - orders, volumes and market share by channel
- In conjunction with GS Vehicle Logistics provide market intelligence to support the TIV analysis, forecasting and reporting requirements of the Brand

**Financial Management**

- Financial management and governance of whole brand commercial margin and tactical budgets including payments to customers, external suppliers and dealer networks for all sales channels
- Provide all necessary Order management information for all sales channels, both internally and externally, to the Retailer networks
- Develop and deliver new car sales stocking and allocation policies and apply for efficient inventory management (FIFO)

**Compliance Responsibility**

**Working Relationships**

- This role interacts with a variety of senior stakeholders throughout the organisation.

**Skills**

- Excellent numerical and analytical skills
- Ability to think creatively and strategically to see "the big picture" and yet retain attention to detail

- Ability to manage performance and deliver results through others
- Excellent interpersonal skills and the ability to communicate and negotiate at all levels.
- Ability to create and maintain effective business relationships
- Commercial awareness
- Ability to manage a budget in a constantly changing environment

### Experience

- Automotive experience
- Experience of leading and motivating a team and demonstrating strong leadership qualities

### Qualifications

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### Career Pathways

- This role can move into different Head of Business roles throughout the organisation.

### Version Control

Date	Version No.	Reviewed by	Comments/Action
October 2021	1	HR	
From 2021 onwards document version control is controlled via SharePoint, the latest version of this document will be held on the intranet and therefore this document is uncontrolled if printed.			