

Product Analyst

Basic Job Information

Job Title	Product Analyst
Brand/Function	ŠKODA, SEAT/CUPRA, VWCV
Department	Product Planning
Job Grade	C/ C1
Location	Blakelands
Role Reports to	Product Manager
Direct Reports	0
Budget Accountability	No

Job Purpose

Responsible for accurate and timely new car product systems set up, pricing set-up and maintenance through lifecycle including launch, new inflationary pricing adjustments, model year changes, and run out. Responsible for putting in place risk management measures to avoid negative financial costs from incorrect set up.

Responsible for the marketing process and management of all product data e.g. via the online configurator, product group brochure and price lists (both electronic and printed where appropriate), 3rd party/Influencer files, and group data systems required for direct sales and enterprise wide systems.

Support with providing detailed reporting and analytics from a product, customer and competitor perspective to equip Product Managers, PMMs and wider brand stakeholders with competitive insight to make decisions

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

- Responsible for managing the set up and maintenance of all aspects of the vehicle ordering [MBV], product and pricing information [PDS, LPC, SPIDER] and retailer ordering systems [SLI/NADIN].
- Responsible for requesting/inputting MVRIS, Insurance and CAP codes.

- Responsible to ensure that vehicles are built and priced correctly to align to UK specifications for product launches, model year changeover and on-going lifecycle maintenance.
- Responsible for set-up, maintenance and checking of products in all systems, including website, digital apps and configurators on .co.uk.
- Must identify, manage and re-engineer any build restrictions or errors.
- Responsible for creation and upkeep of process documents, including process maps and checklists
- Responsible for ensuring all product and associated marketing data is correct in the back-end systems to support e-Commerce
- Ensure availability and accuracy of all appropriate product data sources (including technical data) and price lists to Retailers/Centres and the Group CSC whilst minimising cost to the Brand. Includes both internal and customer-facing materials or sources.
- Responsible for providing product and competitor reporting and insight (product health metrics, pricing intelligence, and model performance dashboards)
- Responsible for providing the competitor and market analysis to make recommendations to the Product Managers with actions to correctly positioning future models, planning for market introduction and proposing lifecycle actions
- Responsible for using customer trend and customer satisfaction analysis provided by the customer strategy team in Marketing and Group CX customer teams to make recommendations to the Product Managers with actions to increase satisfaction with products and loyalty (brand dependent)
- Provides ad-hoc reporting and analysis as requested by Product Marketing Manager or relevant Product Manager
- Provides adhoc project management and support at the discretion of Product Managers & PMMs

Internal Stakeholder Collaboration

- Management of Product inbox for all product related queries.
- Co-management of a retained marketing agency to deliver the Brand price and specification guides within budget. For SEAT/CUPRA this also includes ownership of the end-to-end production process and management of update programmes around new model introduction, model year and lifecycle campaigns within budget.
- Task ownership and responsibility for operational matters. Have an active involvement in any business transformation projects and workstreams.
- 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 solution
- 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

- Product Marketing Manager
- Product 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

- CSC/Brand support
- Business Support
- Group CX (brand dependent)

Skills

- Strong attention to detail
- Analytical approach
- Problem solving
- Process orientation
- Collaborative
- Building & sharing knowledge

Experience

- Managing workloads and deadlines

Qualifications

Career Pathways

Version Control

Date	Version No.	Reviewed by	Comments/Action
May 2022	1	HoB/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.			