

Aftersales Product Manager

Basic Job Information

Job Title	Aftersales Product Manager
Brand/Function	One Aftersales
Department	Aftersales Business Development
Job 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, identifying the most successful routes to market, managing suppliers and stakeholders to deliver purchase, sales and profit targets. You will ensure that all products are accurately set up for ordering and positioned across all sales channels. 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 Areas of Responsibility

- Introduce and maintain an agreed portfolio of compliant 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
- Maintain product system information ensuring that all relevant products are accurately displayed and appropriately hosted on customer, network and TPS facing product systems as appropriate.
- and products are competitively priced.
- Monitor performance to ensure that sales and profit targets are achieved.
- Manage relationship and support the Brand 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 Aftersales Intelligence team to provide all commercial inputs into monthly forecasting, annual planning round cycle and budget processes.
- Manage relationships with factory product teams, ensuring forecasts and budget are aligned and strategic initiatives are delivered
- 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. Work closely with Programme team on marketing plans, campaigns and incentives required to drive retailer performance and retailer programme loyalty and following appropriate business case sign off for all pricing changes.
- 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
- Accountable for technical sign off and approval of product data across all marketing media (brochures, web, advertising etc.) created by Aftersales Demand Generation Managers.
- Task ownership and responsibility for operational matters. Have an active involvement in any business transformation projects 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.
- 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.

Compliance Responsibility

- ECMS
- PCMS

Working Relationships

- One Aftersales Senior Leadership Teams
- One Aftersales stakeholders
 - Aftersales Business Development Programmes
 - Aftersales Retailer Operations field teams
 - Aftersales Business Intelligence
 - TPS
 - Group Parts Operations
 - Service and Technical
- Legal
- Procurement.
- Non factory suppliers
- One Aftersales Authorised Repairers
- Factory Departments
- International markets

Skills

- Business Skills
 - Problem solving – practitioner level
 - Change Management – practitioner level
 - Communication skill – practitioner level
 - Planning and organisation skills – practitioner level
 - Data review skills – awareness level
 - Influencing – practitioner level

- Negotiation – practitioner level
- Stakeholder Management – practitioner level
- Networking – practitioner level
- Decision making – awareness level
- Team working – practitioner level
- Business knowledge – awareness level
- Technical Skills
 - Product management – expert level
 - Monitoring and measuring effectiveness – practitioner level
 - Contract management – practitioner level
 - Market knowledge – practitioner level
 - Business Case – practitioner level
 - Financial management – practitioner level
 - Procurement – practitioner level
 - Solution creation – practitioner level
 - Business development / delivering results – expert level

Experience

- Technical product experience
- Experience of launching commercial initiatives and programmes
- Broad experience across Group, sales and/or Aftersales
- Field experience
- Experience of working with and managing external suppliers to deliver KPIs and SLAs and projects to tight deadlines
- High degree of commercial awareness
- Experience of delivering results through other functions/teams
- Experience of working and delivering results within a customer focussed organisation

Qualifications

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Career Pathways

- Product Manager
- One Aftersales Business Development Manager

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 the intranet and therefore this document is uncontrolled if printed.			