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Wholesale Channel Marketer

Automotive Aftermarket (AA) | Denmark, Sweden and Norway | Main location: Ballerup, DK | Trade Marketing
Start Date: As soon as possible

Do you want beneficial technologies being shaped by your ideas? Whether in the areas of mobility solutions, consumer goods, industrial technology or energy and building technology – with us, you will have the chance to improve quality of life all across the globe. Welcome to Bosch. The section Automotive Aftermarket is responsible for the worldwide aftermarket business and services. In more than 140 countries, we offer spare parts, technical information, as well as diagnostic hard and software and service for analysis, upkeep and repair of vehicles. More than 17.000 Bosch Car Service workshops worldwide, more than 300 of them in Scandinavia, offer premium service for passenger cars and commercial vehicles.

Your contribution to something big

- ▶ The Channel Marketer (CM) is the expert for his channel in the assigned region and drives the sales channel related activities. Channel marketing puts several products and services in one channel specific package and attaches the price tag before they hand it over to the sales team.
- ▶ Your tasks are the strategic distribution development in the wholesale channel, channel specific portfolio management, channel specific pricing structure as well as campaigns and promotions
- ▶ You are responsible for development and implementation of Marketing, Communication and Promotion activities for the wholesale channel in agreement with Country Sales. The CM is responsible for program strategy / product positioning / brand positioning (incl. implementation of Corporate Design) in the wholesale channel in agreement with the PS and Country Sales.
- ▶ The CM has to track progress, that the necessary resources (especially sales representatives, data manager, technical service, internal sales and customer logistics) within the AA regional organisation are developed for your channel. You are fully responsible for the strategic distribution development and product offering (all 5 P's) in the wholesale channel. You also carry the responsibility for a harmonized and logical pricing and condition management for the wholesale channel supporting the product related margin targets.

What distinguishes you

- ▶ 5 years experience in automotive industry
- ▶ Comprehensive marketing and sales background
- ▶ Sound understanding of financial processes, P+L structure and KPI's
- ▶ Ideally already connected with main players/customers in the channel
- ▶ Experience in leading cross-functional projects
- ▶ Experience in developing and executing go-to-market strategies
Qualified in Marketing and Sales instruments
- ▶ Experienced in tactical decision making with regards to "go to market" strategies
- ▶ Excellent presentation skills
- ▶ Project Management skills
- ▶ Highly motivated, proactive, self-driven and target oriented
- ▶ Sales personality with interpersonal competence
- ▶ Future orientation
- ▶ Trained and experienced in conflict management

Your future job location offers you

An attractive job in a company that values education, quality and personal development. The ability to work in an international company with 375,000 employees. Talented and helpful colleagues. Fixed salary and attractive bonus, pension and paid health insurance. Fitness facilities, canteen, massage and physiotherapy.

Make it happen.

Send your application and CV by e-mail job@dk.bosch.com labeled „Wholesale Channel Marketer“ as soon as possible.

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