



**BOSCH**  
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## Product Marketing Analyst for Automotive Industry

Holger Christiansen A/S, A Bosch Group Company

HC-CARGO is a global player within trading of auto-electrical spare parts and components via several distribution channels targeting the independent automotive aftermarket.

We are looking for an ambitious team player for our global marketing group located in Esbjerg. The group is organised in teams responsible for product categories, and your main focus will be in the area of starters, alternators & spare parts.

### Tasks & Responsibilities

Short term

- ▶ Back-up for the existing team of Product Managers
- ▶ Develop and implement processes and improvements
- ▶ Ad hoc analysis supporting the overall product marketing activities

Medium to long-term

- ▶ Create reports summarising information, trends & analysis using graphs, charts & texts
- ▶ Manage product portfolio, support new product strategies and implement new products
- ▶ Planning and implementation of sales activities like campaigns
- ▶ Management of marketing projects and studies

### Your contribution to something big...

We are searching for a colleague, who masters the theory behind Sales & Marketing, and who possess practical experience in applying it in daily business.

Ideally, we are looking for a candidate, who has the potential and desire to grow into leading the team and becoming a key person in our global marketing community.

### What distinguishes you...

Minimum 3 years of theoretical education and additional practical experience in product marketing  
Structured and target-oriented working combined with great analytical skills  
Ambitious & committed to achieving success  
Good skills in MS-office, especially in Excel and PowerPoint

We are offering a position in a professional and motivating marketing organisation with good possibilities for both personal and professional development.

### Make it happen

For further information, please contact Brian Hansen via [brian.hansen@dk.bosch.com](mailto:brian.hansen@dk.bosch.com)  
Application and CV (in English) to be sent to [hr.esb@dk.bosch.com](mailto:hr.esb@dk.bosch.com).