



AFRIKA KOMMT! 2023-2025

An Initiative of German Industry for Future Leaders from Africa

Profile Name: Product Specialist within the Africa Trade Marketing Department – Egypt, Morocco or South Africa

Company: Robert Bosch GmbH ID:AK12_BAA_02	Sector: Automotive Aftermarket Division	 BOSCH
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Education:	Bachelor or Master degree in Marketing (focus on marketing, sales, business development, business strategy or similar) or technical degree with relation to technical consumer goods
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Professional Experience:	<ul style="list-style-type: none"> • Experience in marketing, sales, within automotive (or similar), building up and development of new or existing product ranges • Development of new business, marketing strategy or market controlling • Ideal: Professional experience in multinational companies or experience in another country 			
Maximum years' experience needed:	Graduate / work experience 1-2y	Young professional (2-4y)	Professional (4y+)	Other (specify, if applicable)
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

Additional Skills/ Qualifications:	<ul style="list-style-type: none"> • English fluent spoken and written, beneficial to have another language (French, Arabic) • Clear focus on User centriton / Customer Care • Ideas / experience about suitable Business Models for African markets • Working in/with teams, high result orientation, resilience, self-motivated • In depth knowledge of the key systems lime Microsoft Office, BW, SAP • Entrepreneurial thinking; strong personal initiative; 			
This profile focuses on the indicated skill sets:	People Leadership	Expertship/ Specialist	Project/Program Management	Other
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

Country Focus:	<ul style="list-style-type: none"> • To be located in Egypt, Morocco or South Africa • Nationality: South Africa, Egypt, Morocco, Ghana, Nigeria, Ivory Coast, Kenya
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Division / Location / Department:	Automotive Aftermarket headquarters in Karlsruhe (Germany); planned are some weeks in a Sales Center within Europe and/or South Africa
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Planned Tasks & Activities:	<ul style="list-style-type: none"> • Support of product marketing, channel marketing and sales force. • Agree on product promotion and campaigns • Create, communicate and implement Product Plan of activity • Hold specific product training for both internal and 1st and 2nd TL • Responsible for the development and implementation of product strategy • Follow through of Product Growth Projects • Define positioning of product line by distribution channel. • Be the expert in market intelligence for his products (competitors, pricing, service, coverage, USP's)
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Remarks:	As we hold the position, that diversity is a great prerequisite for creating success in business, both (male and female applicants) are welcome
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