



AFRIKA KOMMT! 2025-2027

An Initiative of German Industry for Future Leaders from Africa

Overall remarks: AK is a fellowship position i.e. Alongside making meaningful contributions, the primary focus is on your professional development and learning.

Profile Name: Product Specialist within the African Automotive Aftermarket Team

Company: AK13_RB_01	Robert Bosch GmbH Mobility Aftermarket	BOSCH
Education:	Bachelor or Master degree in Economics (focus on Marketing, Sales, Business Development, Business Strategy or similar) or technical degree with relation to Technical Consumer Goods	
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 ideally: Professional experience in multinational companies and/or experience in another country 	
Maximum years' experience needed:	Young Professional work experience: 1-4 years	Other (explain the reason and specify)
	<input checked="" type="checkbox"/>	
Additional Qualifications:	<ul style="list-style-type: none"> English fluent spoken and written, beneficial to have other language skills (French, Arabic) Clear focus on User Centricity / Customer Care Ideas about/ Experience in suitable Business Models for African Markets Working in/with teams, high result orientation, resilience, self-motivated Knowledge of key systems like Microsoft Office, SAP etc. Entrepreneurial thinking; strong personal initiative Ideally first leadership experience 	
Country Focus:	After the internship in Germany it is envisioned to enter into a permanent employment in one of our Mobility Aftermarket locations in Africa. These are Casablanca, Cairo, Nairobi and Johannesburg, with Johannesburg being the preferred location.	
Division / Location / Department:	Internship will take place in the global Mobility Aftermarket Headquarters in Karlsruhe, Germany, within the European Marketing Department	
Planned Tasks & Activities:	<ul style="list-style-type: none"> Support in product marketing, channel marketing and sales force Work on product promotions and campaigns Support of development and implementation of product strategy Help defining positioning of product line by distribution channel. Support the experts in market intelligence for our products (competitors, pricing, service, coverage, USP's) 	
Remarks:	As we hold the position, that diversity is a great prerequisite for creating success in business, male and female applicants are welcome	