



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 Marketer

Company: ID: AK14_VW_02	Name of Company / Business sector Volkswagen Group Africa	
Education:	A formal 3 years Bachelor's degree/National Diploma from a recognised tertiary institution, preferably in commerce/ Business Science/ Engineering	
Professional Experience:	<ul style="list-style-type: none"> 3 years' product planning experience (Previous product planning experience in automotive industry will be ideal). 3 years' experience in sales forecasting/ market research/brand management engineering in the automotive industry. 	
Maximum years' experience needed:	Graduate / work experience 1-4y	Other (explain the reason and specify)
	<input checked="" type="checkbox"/>	
Additional Qualifications:	Experience in:	
Country Focus:	<ul style="list-style-type: none"> South African 	
Division / Location / Department:	<ul style="list-style-type: none"> National Sales Organisation, Based in Johannesburg, South Africa 	
Planned Tasks & Activities:	<ul style="list-style-type: none"> Conducting product and customer requirement research. Analysis of market / competitor, product, price and promotion developments within the motor industry and assessing implications for the brand by continually bench marking VW products vs competitor offering and monitor industry developments for threats and opportunities to propose appropriate action. Development of strategic product plans to satisfy customer requirements and the brand's volume / share objective in terms of rationale, range specification, target retail pricing, etc. Presentation, for approval, of product plans to various forums Collecting information and feedback from marketing on cross- divisional teams, forums and other channels prior to finalizing product plans. Implementation of product plans as marketing representative in cross divisional project team meetings, PPT and Pilot Hall. Formulation of VW passenger vehicle specification and ordering guides for the vehicle ordering system. Co-ordination meetings with and negotiation of product plans with dealer council. Development of product information bulletins for the dealer organization regarding all product innovation or changes. 	
Remarks:		