



## AFRIKA KOMMT! 2026-2028

### An Initiative of German Industry for Future Leaders from Africa

Overall remarks: AFRIKA KOMMT! is a [fellowship position](#) in Germany in which, alongside making meaningful contributions, the primary focus is on your professional development and learning.

#### Fellowship Profile:

**Fellow as Product Specialist within the African Mobility Aftermarket Team (m/f/d)**

<b>Company:</b> ID: AK15_BO_01	<b>Robert Bosch GmbH</b> <b>Mobility Aftermarket</b>	<span style="font-size: 2em; font-weight: bold; color: red; vertical-align: middle;">BOSCH</span>
<b>Education:</b>	Bachelor's or Master's degree in Economics (focus on Marketing, Sales, Business Development, Business Strategy or similar) or technical degree with relation to Technical Consumer Goods	
<b>Professional Experience:</b>	<b>Compulsory:</b> <ul style="list-style-type: none"> <li>Experience in marketing and/or sales within the automotive (or similar) sector</li> <li>building up and development of new or existing product ranges</li> <li>Development of new business, marketing strategy or market controlling</li> </ul> <b>Desirable:</b> <ul style="list-style-type: none"> <li>Professional experience in multinational companies and/or experience in another country</li> </ul>	
<b>Maximum years' experience needed:</b>	Graduate / work experience 2 – 5y	Or other:
	<input checked="" type="checkbox"/>	
<b>Additional Qualifications</b>	<b>Compulsory:</b> <ul style="list-style-type: none"> <li>English fluent spoken and written</li> <li>Clear focus on User Centrition / Customer Care</li> <li>Ideas about/ experience in suitable Business Models for African Markets</li> <li>Working in/with teams, high result orientation, resilience, self-motivated</li> <li>Knowledge of key systems like Microsoft Office, SAP etc.</li> <li>Entrepreneurial thinking; strong personal initiative</li> </ul> <b>Desirable:</b> <ul style="list-style-type: none"> <li>first leadership experience</li> <li>additional language skills (French, Arabic)</li> </ul>	
<b>Country Focus:</b>	After the Fellowship in Karlsruhe (Germany), it is envisioned to enter into a permanent employment in one of our Mobility Aftermarket locations in <b>Morocco</b> (Casablanca), <b>Egypt</b> (Cairo) or <b>South Africa</b> (Johannesburg), with Johannesburg being the preferred location. <b>Please note:</b> Due to visa restrictions, applications can only be considered from nationals of Morocco, Egypt, or South Africa, or from individuals who already have the legal right to reside and work in one of these countries. <b>Please make sure to indicate this in the earliest available free-text field of the application form.</b>	
<b>Division / Location / Department:</b>	Fellowship will take place in the Global Mobility Aftermarket Headquarters in Karlsruhe (Germany), within the European Marketing Department.	
<b>Planned Tasks &amp; Activities:</b>	<ul style="list-style-type: none"> <li>Support in product marketing, channel marketing and sales force</li> <li>Work on product promotions and campaigns</li> </ul>	

	<ul style="list-style-type: none"><li>• Support of development and implementation of product strategy</li><li>• Help defining positioning of product line by distribution channel.</li><li>• Support the experts in market intelligence for our products (competitors, pricing, service, coverage, USP's)</li></ul>
<b>Remarks:</b>	As we hold the position, that diversity is a great prerequisite for creating success in business, male, female or divers applicants are welcome.