

Marketing Programmes, Student

Role in a nutshell: Helping to make our Toyota and Lexus products competitive in market and appealing to both conquest and loyal customers.

Reporting to	Lucy Marsh	Department	Integrated Planning	Grade	Student	Location	Burgh Heath	Direct Reports	0
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A bit about Marketing Programmes: Responsible for developing/managing/activating our Quarterly Sales Campaigns which are designed to support our Toyota & Lexus Centre Networks to sell cars to happy customers. The Quarterly Sales Campaigns are incentives/offers which help promote our sales proposition.

What you'll be doing:
<ul style="list-style-type: none"> • Competitor Market Research – It's really important to know what our competitors are up to so its important to undertake regular monitoring and reporting on publicly available competitor incentive activities to help back up decision making on Toyota Marketing Programmes & Sales Incentives. • New Chinese Entrants – Similarly to the Competitor Market Research, monitoring the activity of the Chinese Entrants is becoming increasingly important due to their growing influence on pricing, market share and customer expectations. • Centre Network Campaign Communications – Creating, sharing and publishing correspondence to our Centre networks on the details of our Quarterly Sales Campaigns and Incentives to ensure they have the tools and materials available for vehicle selling. • Demonstrator Programme Management – The Demonstrator Programme is designed to support the Toyota Centre Network in providing vehicles to deliver great test drive experiences to our customers. Your role in this will be managing the quarterly audit, reconciliation and payment process for the programme alongside continuous improvement of the Programme, and working with Product Marketing to ensure the most up to date models are available at Centres for Customer test drive.

Experience you'll gain:
<ul style="list-style-type: none"> • You will be working in one of the teams closest to our Centre Networks and Area Sales Teams giving you a great opportunity to learn in-depth about the Sales & Marketing strategies we deploy to help sell cars and make customers happy. • You will be working with a wide variety of teams and departments across Toyota & Lexus, giving you an opportunity to develop your team working and communication skills (all forms). • The nature of the roles involves a lot of problem solving so you will have the chance to analyse data, assess facts and trends, and come up with ideas and solutions that we can introduce to counter such problems.

How we'll support you:
<p>As a manager:</p> <ul style="list-style-type: none"> • Provide you with clear objectives and expectations for the year • Regular one-to-one meetings to share feedback, ask questions and identify opportunities to continue to develop your career prospects.

- Put you in-touch with previous students and current graduates within the business to learn about their experiences and how you can get the best out of a placement year.
- Provide you with a fun and engaging team environment that makes coming to work something to look forward to!
- Give you access to training and coaching on a wide variety of skills/behaviours.

How you could stretch this role:

- We love innovation so you will be encouraged to come up with and share new ideas that can improve the way we do things whether it be within Toyota GB, for the Centre Network or for our Customers.
- There will also be plenty of opportunities to support some exciting projects that we are working on including looking at new technologies and emerging markets.

What you'll get to own:

- We see our placements as 'real jobs' so all of the things that are listed in the "What you will be doing?" section will be yours to own! However do not panic, you will of course have the on-going support and assistance of the team to help you learn and master the role.
- Day to day management of our Demonstrator Programme & Competitor Reporting (Market Research) – the student is key to informing the wider stakeholder group on how competitive we are

Qualifications and experience you'll need:

Essential

- MS Office Proficiency (intermediate level)
- Studying towards a marketing or business focussed degree

Desirable

- Previous work experience that involves working closely with others or with customers (retail or office based)

Skills & Behaviours you'll have:

Essential

- Confident Communicator – The role involves working with a large number of different departments and individuals both in person and remotely (e-mail, telephone) so we need someone who is confident at communicating in different formats and also at different levels (e.g. Centre Managers).

Desirable

- Analytical - Confidence with data and numbers (although not too complex).
- Be proactive in learning and personal development – the more you put in the more you will get out.
- Creative – New ideas and suggestions keep us progressing so we want you to come up with and share as many of these as possible, even if they are not related to our direct area of work.
- Willingness to work in a fun, fast paced and engaging environment

In line with our Talent Enablement culture, we will give you ownership and encourage you to deliver outcomes that lie outside of the remit of this Job Profile. We do this to give you extra experience, to stretch and develop you within your role, enabling you to be the best you can be.