

## Product Manager – Toyota Denmark

Toyota Motor Corporation is a Japanese automotive manufacturer headquartered in Toyota, Aichi, Japan. In March 2014 the multinational corporation consisted of 338,875 employees worldwide and, as of February 2016, is the 13th-largest company in the world by revenue. Toyota was the largest automobile manufacturer in 2012 (by production) ahead of the Volkswagen Group and General Motors. In July of that year, the company reported the production of its 200-millionth vehicle. Toyota is the world's first automobile manufacturer to produce more than 10 million vehicles per year.

Toyota has been in Denmark since 1963 and has over the years been very successful. The road to this success is primarily due to three factors - skilled dealers and employees - and excellent cars.

For our client Toyota Denmark A/S, we are seeking a highly skilled Product Manager who can take the overall commercial responsibility for new vehicle performance as well as launch and lifecycle management

### Key responsibilities include

With a direct report to the General Manager, Product Marketing, Pricing, the Product Manager's key areas of responsibility are as follows;

- *Marketing, Product Planning and Management*  
Maintain optimum competitive position throughout model lifecycle by appropriate management of the marketing mix – product, price, promotion, place
- *Volume, market share and Consolidated Contribution Management*  
Ensure achievement of agreed annual volume, market share and profit objectives throughout the model lifecycle.  
Profit (Consolidated Contribution Management) and cost (variable sales expense)
- *Yearly processes*  
Volume and share input for OAP (Original Annual Plan) and RAP (Revised Annual Plan)  
Budget responsibility for CCM (Consolidated Contribution Management) and VSE (variable sales expense)

### Key responsibilities include

- Obtain/maintain in-dept knowledge of the market, trends, competitors and customers Ensure high quality volume and share input for OAP (Original Annual Plan) and RAP (Revised Annual Plan) – based on a clear sales strategy by channel
- Launch champion responsibility - Develop, manage and communicate all aspects of new model launch timetable and milestones to secure on-time model launches across the company
- Budget VSE (variable sales expense) planning and quarterly forecasting and follow-up

### Qualifications

- Commercial awareness: robust knowledge of car industry, TDK's commercial objectives, activities and the dealer network
- Strong commercial insight and understanding
- Able to overlook and manage a wide range of tasks and deadlines
- Project management skills
- Able to build and maintain effective working relationships with a wide range of stakeholders
- Efficient and effective communicator (Danish & English)
- Ability to think strategically and operationally
- Able to demonstrate initiative and creative thinking
- Able to use relevant systems and reports

### Contact and application

If you have any questions please call Torben Schiermer at European Search Company; +45 2965 1105.

If you are interested in the position, please send your CV and motivational letter to; [ts@europeansearch.dk](mailto:ts@europeansearch.dk) att: "Product Manager"

### Om Toyota

Danmark var i starten af 1960'erne det første land i Europa, der introducerede Toyota. I dag beskæftiger Toyota-organisationen i Danmark samlet 2.000 medarbejdere. 27 forhandlere med tilsammen 69 forretninger og 13 autoriserede reparatører er klar til at give Toyotas kunder branchens bedste kundeservice. I de fleste europæiske lande ligger Toyota på førstepladsen, når det gælder kundetilfredshed. Vi har opbygget et stærkt ry for pålidelighed og god kundeservice. Dette unikke omdømme kombineret med 31 nationale marketing- og salgsorganisationer i Europa samt et stort og solidt forhandlernet er vigtige faktorer for vores fortsatte europæiske vækst i de kommende år.

Toyota foretager store investeringer med henblik på at sikre fortsat succes i fremtiden. Vi realiserer vores mål ved at integrere og engagere os lokalt i Europa, og vi har allerede opnået markante resultater med denne målrettede satsning. Yaris blev som den første Toyota-model designet i Europa, og i 2000 blev den kåret til Årets Bil i Europa. Yaris er siden 2001 blevet produceret på Toyotas fabrik i Valenciennes i Frankrig. Toyotas banebrydende hybridbil Prius blev kåret til årets bil i Europa 2005.