

## Toyota (GB) PLC Job Profile

<b>Job Title</b>	Brand Assistant Lexus – Vehicle Product Planning (Placement Student)
<b>Department</b>	Product Marketing
<b>Grade</b>	Ungraded
<b>Location</b>	Burgh Heath
<b>Reporting to Role</b>	Manager, Brand (Lexus)
<b>Number of Subordinate Staff</b>	0
<b>Date Effective From</b>	August 2015

### Job Purpose

To be an ambassador for the product, providing data analysis for business critical decision making. The role is also central as the 'eyes and ears' of the product team, tracking the development of the market and ensuring that the competitive advantage of Lexus vehicles is maintained.

### Dimensions/ Scope of Activity

Working within the Product Marketing Team, this role will provide support to the team and will be the first point of contact with the wider market. The role will encompass a mix of regular tasks and project work which incorporates a broad spectrum of duties and responsibilities.

### Degree of Influence/Impact

You will gain exposure to a dynamic environment, with the opportunity to develop interpersonal and time management skills, be exposed to senior management within the business, and understand the dynamics of a multinational company

### Key Accountabilities

- Provide analytical support to drive excellent decision making across the team's portfolio to maintain our competitive advantage versus other car brands
- Produce analysis to inform strategic decision making across the team's product portfolio
- Maintain relationships with competitor manufacturers for information provision and vehicle loan assessment
- Development of the teams external focus (Press, Social Media & Competitor monitoring) to inform recommendations, trends and opportunities in key meetings
- Analysis and updating of product portfolios and price positioning
- Compilation and analysis of press and industry articles related to the portfolio
- Responding to telephone enquiries from internal and external parties on product-related matters
- Upkeep and maintenance of internal product, accessory, pricing and value manager systems
- Upkeep of technical and specification data into internal and external systems
- Leading data input into a wide range of reports required for Senior Management
- Ad hoc projects including improving and mapping the process of brochure and price list updates

**Skills/Experience**

<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"><li>• Good IT literacy and experience of the Microsoft Office software, particularly Excel</li><li>• Attention to detail</li><li>• A good communicator, with strong written, oral and listening skills</li><li>• Excellent telephone manner and interpersonal skills</li><li>• Able to use own initiative to achieve tasks and results</li><li>• Balance supporting the Brand Team requirements with working autonomously with minimum supervision</li><li>• Total accuracy when communicating, updating and presenting information</li></ul>	<ul style="list-style-type: none"><li>• Ideally some exposure to a retail / commercial working environment</li><li>• An interest in the automotive industry and in cars is desirable.</li></ul>

**Education & Qualifications**

Good GCSE passes in English and Maths. Good A Level grades,  
Undertaking a Student Placement as part of an undergraduate degree, ideally business focussed.