



# Example of Auto Parts Manager Job Description

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Our company is looking to fill the role of auto parts manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for auto parts manager

- Develop global strategic marketing plan for new brands
  - Develop strategic marketing plan for business
  - Lead strategic projects in collaboration with regional and global teams
  - Work hand in hand with the sales team and other business unit functions to deliver targeted marketing and sales tools
  - Translate & adapt the global & regional marketing strategy into local strategic and operational marketing plan, and oversee the full implementation in line with business targets
  - Support the negotiation and review of business rules with existing and new customers to manage business gap analysis, pricing, product distribution, partner networks and distribution strategies
  - Prepare and assess business cases and project proposals for different market segments and manage the whole product portfolio including all new product and service launches
  - Monitoring & analyzing the price trends, sales terms and conditions and competitor profiles to define a profitable and competitive pricing structure
  - Create and prepare for a range of presentations, seminars and workshops to promote business strategy to internal and external audiences
  - Master industry trends and detailed competitor monitoring, to influence technical developments, capture detailed competitor and customer benchmarking and position, pricing strategies and product development
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- Meets with the customer on a daily, weekly, monthly and year to date basis to identify needs, problems/concerns and to address them both quickly and effectively
- Meet customer expectations of providing timely service and value
- Responsible to create local brand and marcom strategies in line with regional and global branding guidelines
- Establish, maintain and develop industry contacts and regularly attend business and industry events to support strategic business development and lead generation
- Be responsible for customer engagement and customer relationship management programs and seek timely customer feedback on total solutions with aim to increase customer satisfaction
- Bachelor Degree in Business Administration, Marketing, or equivalent automotive(aftermarket) market experience