

Marketing & Market Intelligence (BIC JPN)

Descrição da função

Drives market analysis, competitive intelligence, and strategic insights to support AUMOVIO's business in Japan and for JOEM worldwide. Focus on understanding geopolitical development, market trends, customer needs, competitor landscape, regulatory shifts and technology development that impact AUMOVIO's solutions and business strategy. Lead marketing activities which generates business opportunities and strengthen sales actions.

MAIN TASKS & Areas of responsibilities

Market Intelligence

- Perform thorough systematic analysis of key industry trends.
- Provides market and competitive insights through reports to senior management and various management functions to allow effective strategic and tactical decision-making and implementation.

Information Resource Management

- Profiles JOEM global market and competitive environment, providing insights that support strategic decision-making and for use in internal presentations by senior leadership.
- Create and maintain information pool, database, and sharing platform to utilize data assets and accumulated intelligence
- Creates and updates contents of above platform; comprehensive industry, competitors and customers including, but not limited to, market share, growth projections and trends as well as market forces.

Marketing Promotions

- Plan annual promotion plan based on Marketing strategy, aligned with local BAs and HQ marketing.
- Plan and organize marketing activities, events include Trade fairs, customer events and seminars (both offline and online) as counterpart to Fairs & Event.
- Manage Marketing assets and tools (install, maintain, upgrade)

Marketing Communication

- Ensure marketing messages reflect accurate market and customer insights, support Communications and BAs developing marketing contents.
- Support external communication events, seminars, speeches for contents creation in line with AUMOVIO's business purpose and market intelligence.

Strategy Support

- Input market intelligence for strategy (HQ central Strategy, BA,



Identificação da vaga
REF7430S

Local
Yokohama

Nível de liderança
Leading Self

Pessoa jurídica
AUMOVIO Corporation

- Customer, Markets etc.)
- Support regional cross BA/func. Initiatives
- Support searching for external collaboration opportunities.

Requisitos

Education / Certification

- University degree in Marketing, Business Administrations or equivalent.

Professional Experience

- **5+ years of experience in Marketing / Market intelligence specific to Automotive.**
- 3+ years of working experience in global business environment.
- Experience in B2B Marketing actions (exhibition, seminar, promotional events, lead generation, marketing automation)
- Experience / knowledge on process improvement and systematic problem solving are plus.

Intercultural / International Experience

- Multinational, diverse cultural experience and intercultural sensibility is essential.
- **Logical and articulate in both writing and speaking (Native level in Japanese / Business level in English)**

O que oferecemos

Ready to take your career to the next level? The future of mobility isn't just anyone's job. Make it yours! **Join AUMOVIO. Own What's Next.**

Quem somos

Since its spin-off in September 2025 AUMOVIO continues the business of the former Continental group sector Automotive as an independent company. The technology and electronics company offers a wide-ranging portfolio that makes mobility safe, exciting, connected, and autonomous. This includes sensor solutions, displays, braking and comfort systems as well as comprehensive expertise in software, architecture platforms, and assistance systems for software-defined vehicles. In the fiscal year 2024 the business areas, which now belong to AUMOVIO, generated sales of 19.6 billion Euro. The company is headquartered in Frankfurt, Germany and has about 87.000 employees in more than 100 locations worldwide.