SAM Marketing & Brand Engagement

Descrição da função

- Support translation of SAM FOCUS 2030 into China context

- Prepare materials for Strategy Workshops and onsite support the coordination

- Track the progress of Key Strategic Initiatives and provide coaching if needed

- Collect and analyze the OEM strategies, competitors landscape and technology trends towards market needs

- Consolidate the input from sales planning process (FC & outlook), volume and revenue, main KPI status into one SAM China KPI report

- Coordinate the update KPI reports from 4 segments

- Prepare Key business reviews (e.g., management report of SAM and PSS, business review report, QBR...) to ensure the data consistency and clear sotryline

- Be the bridge between branding requirement and communication needs

- Support the internal communication of standard presentations, intranet content and leadership messages

- Manage key product exhibits and keep updating

- Manage standard document, technical product video and culture visibility up to date

- Support the execution of customer roadshow and Auto show, as the representitive of SAM China

- Organize and support SAM and Segements townhalls and webcasts

- Support other external and internal events

Requisitos

- Bachelor degree(or above), major in marketing, business administration, management, automotive engineering, etc.

- 2 years + working experience in automovtive industry, in sales & marketing, business development area preferred; in international company is a plus.

- Project and/or Process Experience would be a plus

- Open-minded and inter-culture sensitive.

Identificação da vaga
REF82021Y

Local
shanghai

Nível de liderança
Leading Self

Pessoa jurídica
AUMOVIO Automotive Systems Co., Ltd.

- Knowledge of China Automotive Market and Component Industry.

- Networking with passion & commitment.

- Good Communication skills.

- Solid Presentation skills.

- Strategy development process.

O que oferecemos

上海市嘉定区汇荣路100号
100 Huirong Road, Jiading Industrial Zone, Shanghai, P.R.China 201815

准备好让你的职业生涯更上一层楼了吗？未来出行绝非一份人人皆可胜任的工作，它是非你莫属的使命！加入欧摩威, **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.