



Internal

ZF Services Middle East (LLC), Dubai, UAE

ZF Aftermarket

Department	HR Department
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Your Ref.	JD/ MKT- MM replacement/2019
Our Ref.	
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Profile : Marketing Intern/ MM temporary replacement

Objective

ZF is a global leader in driveline, chassis technology as well as active and passive safety technology. The company has a global workforce of around 137,000 with approximately 230 locations in some 40 countries. ZF is one of the largest automotive suppliers worldwide.

The division Aftermarket of ZF Group guarantees the performance and efficiency of vehicles throughout their life cycle, with integrated solutions and the entire ZF product portfolio. Its combination of established product brands, digital innovations, customized products and services, and a worldwide service network has made ZF a sought-after partner and number two in the global automotive aftermarket.

ZF Services Middle East is a subsidiary of ZF responsible for all after sales activities in the region. It has offices in Dubai and Doha to provide spare parts, maintenance, repairs and technical consulting and its warehousing facility out of Jebel Ali Free Zone, the region's biggest logistics hub.

To support the Marketing team, ZF Middle East is currently looking for a competent "Marketing Intern" who can join the existing marketing team of ZF Services in the Middle East. Reporting to the Marketing Manager, the Intern will be responsible for day today functions, contribute ideas and find solutions to job related queries, provide support in coordinating all marketing and communication activities for ZF in Middle East Region. The duration of the internship is of four months.

Core duties and responsibilities

Marketing and Communication Strategy:

1. Implement Marketing Strategy

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- i) Implement marketing strategy to ensure effective promotion and marketing in line with company (local & global) objectives
 - ii) Research project specific 'go to market' plans and/or strategies
 - iii) Research project specific promotional campaigns, incentives and targets to drive an increase in sales/customer base
 - iv) Research marketing trends and market intelligence
 - v) Research competitor studies to Market analysis, pricing, products and service
- 2. Market Expansion and Research**
- i) Create value added schedule, listing new opportunities by analyzing trends in the business environment
 - ii) Monitor new opportunities, and communicate these opportunities to managers
 - iii) Research competitors w.r.t. their service delivery, product offering and pricing to understand the competitive landscape in the different markets
 - iv) Research/ Analyze market data and trends to advise sales team about possible impacts/ repercussions
 - v) Market analysis and advice on business development of unexploited areas/markets, presenting the market data and collectively come up with ideas and strategies to enter and successfully exploit said market/s.
- 3. Promote and manage ZF image**
- i) Promote the interests and image of ZF and brands with current and potential customers
 - ii) Field marketing activities supported, liaising & signoff with customers
 - iii) Develop and co-ordinate marketing activities such as advertising, press releases, editorials, sponsorships, customer specific promotions, shows and exhibitions, website.
 - iv) Coordinate and oversee promotional goods
 - v) Monitor effectiveness of advertising spend
- 4. Lost Sales**
- i) Develop and implement a lost sales strategy
 - ii) Analyze and interpret the lost sales and give input in the analysis. Liaising directly with sales managers
- 5. Establish communication strategy**
- i) Liaise with customers, suppliers, parent company and staff
 - ii) Develop and maintain relationships with key customers and other relevant bodies to ensure company's image receives favorable publicity
 - iii) Co-ordinate all PR functions which will include HQ approval process, press conferences, management interviews, meetings, editorials and press releases
 - iv) Monitor accuracy of website in line with HQ's approval
 - v) Research for local topics, writing releases with a cross-media approach and synchronize local topics with worldwide relevant messages

Internal Reporting:

1. Budget, Agreements and Reports

- i) Overseeing of Marketing budget vs plan
- ii) Sales & Marketing agreements to be in line with compliance requirements
- iii) Provide month-end marketing reports monthly for regional reporting
- iv) Marketing activity sheet to be updated monthly and sent with month-end report for regional reporting
- v) Build reports on market trends, car park analysis and characteristics in order to provide market intelligence to the sales team

Customer Focus:

1. Promote Customer Service

- i) Identify customer needs, and opportunities to exceed customer expectations
- ii) Liaise with business units/managers to resolve customer queries
- iii) Develop an independent customer engagement survey and report results

2. CRM & Online Support

- i) Establish and maintain customer database

Knowledge and Skills

- University degree with Business/ Market focus
- Relevant experience in Marketing/ Sales/ Brand Management
- Preferred experience in Automotive industry
- Excellent communication and presentation skills
- Excellent level of computer literacy: MS Word / Excel and PowerPoint.

Language requirement

- English
- Arabic preferred

Salary Levels

- Fixed stipend of AED 3,000/- per month
- No preference of Nationality
- Own sponsorship

Mobility Requirements

- Must hold a valid UAE driver's license, own car

Target Joining Date

- At the earliest