

CN_Pricing Manager

Ihre Aufgaben

Maintain China marketing intelligence databank, support the management decision with last update market and competition information, further develop the marketing intelligence concept with more efficient sales supporting outcomes.

Setup reasonable price to support market sales, prevent channel conflict. Propose monthly promotion plan base on supply / price / competition environment, ... Provide price and promotion analysis accordingly.

Responsible for marketing intelligence budget for data sourcing and software setup.

Provide monthly market information update and project status review.

Competitive Pricing Strategy and Processes

- Competition-oriented pricing strategy and tactics in line with company's overall strategy
- Develop and execute customer-related pricing policies and implementation guidelines
- Maintain a stable and balanced pricing structure for all channels
- Manage and steer the portfolio and product mix to ensure profitability

Channel and Customer

- Understand value chain, channel, RTM and B2B customer needs
- Able to develop insights and perspectives on customer

Pricing Process

- Define procedures for regular pricing updates
- Set up data processing process
- Optimize data process with better efficiency and accuracy.



Job ID
REF73416I

Standort
Shanghai

Leadership Level
Leading People

Job Flexibilität
Hybrid Job

Rechtliche Einheit
Continental Tires Co., Ltd.

- Monitor market trends (Auto Market, Tire Market and Competitors)
- Generate necessary pricing reports to PLT China management team
- Provide suggestions on price movements and review on monthly basis

Price List and Promotion

- Implement agreed pricing strategy and set up structured price list, with competitive pricing through benchmark to competitors' product lines
- Propose promotion schemes according to market situation and supply conditions.
- Monitor risks in pricing system and initiate proposal to keep the right positioning
- Communicate price list and promotion announcement to sales and customers.

Channel Pricing Management

- Balanced price across all channels to avoid conflicts and keep overall growth
- Recommend pricing policy for key customers for sustainable growth

Market Intelligence

- Make tailor made market information output by internal and external customer requirements
- Lead projects to solve the market information open question with research method
- Develop customer friendly marketing intelligence databank interface for internal and external customers (Marketing intelligence software communication system)
- Lead the innovation to share marketing intelligence information by software supporting system

Ihr Profil

BA in business or science & technology related. Master is preferred.

Fluent in both English and Mandarin.

Experience of pricing and marketing research in automotive or aftermarket

Experience of data processing and analytics

Experience working with route to market strategy and financial impact

Sales experience is highly preferred

Project experience with financial impact of business

Experience in cooperation with external customers and agency

People management experience is preferred

Maturity to manage senior stakeholders

Multinational experience is preferred

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Über uns

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