



#BESTUNDERPRESSURE

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CAREERS

# Commercial Analyst

The Commercial Analyst will be responsible for contributing to the product strategy, pricing, customer management and the go to market strategy within the Commercial team.

The Commercial Analyst will report to the Product Marketing Manager and will work alongside a team of Commercial Analysts and assistants as well as members of other departments including sales and supply chain.

The overall goal of the role is to contribute to producing a range of products that hit the right place in the market to generate customer interest, increasing sales through our sales channels and sales team. You will need to be commercially focused with a good understanding of marketing strategy as well as profit and loss elements.

Responsibilities will include:

- Working with customers and stakeholders to understand needs and build business cases
- Implementing the go to market strategy – from strategic planning to tactical activities
- Manage the commercial performance of the products, analysing trends and identifying opportunities to increase revenues or margins
- Market the range and brand – keeping the products in the front of mind for all professional trades people
- Managing the entire product life cycle from cradle to the grave and all steps in between
- Keeping the product competitively priced through continuous market analysis
- Competitor analysis and then changes to our offer as a result
- Customer management – all queries coming into the department are managed through Product Marketing
- Build deep, trusted relationships with our key accounts
- Assist Sales team with product queries – this will include cross referencing, pricing, bill of contents enquiries, sourcing and catalogue requests

## Experience:

- Strong commercial approach and business judgement better if developed in different business environments (pricing, sales or strategy) across a range of markets/functions and/or cultures.
- Have an understanding of our customers – they are why we exist, are you customer focused and do you understand what drives product through?
- Proven track record of Product Marketing for at least two years in the automotive aftermarket
- Can demonstrate handling and analysing data to prioritise own and team's workload

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[www.bgaautomotive.co.uk/careers](http://www.bgaautomotive.co.uk/careers)





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BGA is the Aftermarket division of  
4BG Group, established in 1999.

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### Key skills required:

- Customer first approach – you will need to provide evidence of combining product experience and knowledge with market insight
- Commercial performance management
- Excellent stakeholder management skills
- Excellent IT skills especially Microsoft Office and in particular Excel (formulas, pivot tables)
- Agile working – bringing people, processes, connectivity and technology, time and place together to find the most appropriate and effective way of working to carry out a particular task
- Problem solving – the ability to foresee pain points and roadblocks and creating a plan to overcome these in a timely and cost-effective way
- Full stack experience – taking products through the whole product lifecycle, from research and development to maturity
- Analytical approach to problem solving
- Coaching – evidence of taking teams on a journey, from understanding the business vision and buying into the product direction completely
- Excellent time management and organisational skills
- Excellent written and oral communication skills
- Meticulous attention to detail
- Process driven individual
- Innovative thinking when problem solving

We are looking for someone with a strong work ethic, a self-starter who is able to demonstrate a proactive approach to Product Marketing with a great level of commitment and dedication to meeting deadlines and high-quality results.

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