

Function description



Pushing Performance

Function key:

Function specification: **ISM-Machinery**

Jobholder (Name(s)/ Personnel number):

1. Function targets	<ul style="list-style-type: none"> ▪ Measured based on target system objectives that currently apply for market-oriented functions.
2. Function tasks	
2.1 Strategic tasks	
2.1.1 Strategic position (external focus)	<ul style="list-style-type: none"> ▪ Integral analysis and development of a sector in the sense of the triad (potential, competition), including an implementation/market penetration strategy. ▪ Has extensive knowledge of market and competition data in relevant target market.
2.1.2 Strategic potential (internal focus)	<ul style="list-style-type: none"> ▪ Makes the market and competition data acquired available for the production of sales concepts and business models.
2.2 Operational tasks	
2.2.1 Market management	<ul style="list-style-type: none"> ▪ Determines technical trends from market requirements and discusses these internally with the relevant units (GBU, TAS, etc.). ▪ Possesses extensive application and product knowledge.
2.2.2 Sales management	<ul style="list-style-type: none"> ▪ Analyse and develop a sector integrally e.g. production machinery, system integrator and robotics. ▪ Analyse the potential of the defined sectors and the offerings of the competition. ▪ Selects possible key customers in the target markets on the basis of forward-looking requirement analyses. ▪ Supports the local marketing activities of the LS (e.g. exhibitions, promotions etc.)
3. Function level	<ul style="list-style-type: none"> ▪ Directly subordinate to the Head of Market Management of the LS and reports to him/her.
4. Requirement	<ul style="list-style-type: none"> ▪ Degree in Engineering or related ▪ Strong analytical and conceptual skills ▪ Minimum 5 years work experience in the related industry ▪ Experience in sales and marketing ▪ Business fluent English language