

TITLE: Market Analyst Magnetics Components (m/f/d)
DEPARTMENT: Product Line Management MAG Comp.
REPORTS TO: Product Line Director Magnetics Comp.
LOCATION: Taufkirchen or Frankfurt/Göttingen area

ROLE DESCRIPTION:

Business Development Tasks

- Develop and keep updated a comprehensive competition analysis report
- Monitor and follow up on strategic design in opportunities with sales
- Support MAG pricing strategy by:
 - Analyzing market price levels by data research and communication with sales and distribution partners
 - Compare Bourns issued quotes against market pricing and make recommendations for sales price adjustments for DBC, MPP, volume scales
 - Prepare market stimulation programs together with PMs and sales like e.g. stock packages and other promotional programs
- *New Product* Development and Releases
 - Support New NPI Concept Approval process for strategic product developments
 - Support PLD in evaluating New Product Development ideas
 - Support PLD in creation of market case for selected NPD ideas in cooperation with sales and FAEs
 - Support organization and execution of steering committee meetings
 - Support preparation of new product releases
 - Support preparation of new product release collaterals like press releases, application notes, product briefs
 - Support promotional activities with distribution partners for new product releases

Product Line Support Tasks

- Monthly Reporting to Management
 - Consolidate monthly reports from AEs, PMs and pricing specialists
 - Develop relevant charts in cooperation with sales data team
 - Improve report structure and content
- Preparation of reports / presentations for Ops Review
- Preparation for Product Line Update Meetings
- Preparation of Growth Calls with Regional Sales Teams
- Regular review of product roadmaps and product release plans together with BSPO, factory teams and marcom

QUALIFICATION REQUIREMENTS

- Minimum of 5 years Sales and Marketing or Business Development experience in the electronics components industry
- Self motivated and self starter, able to find its way with minimum guidance
- Able to deal with complexity and ambiguity
- Well organized and able to deliver on the point and to meet deadlines
- MS Office: Outlook, Word, PowerPoint, Excel (enhanced skill set)
- SAP experience is a plus
- English business fluent
- Willingness to work from home office
- Willingness to do business travel (international) from time to time

If you want to apply please send your full application (cover letter and CV in English) to Monika Kohlmann by email (monika.kohlmann@bourns.com).

Posting date: February 25th, 2021
Posting until: March 11th, 2021