



Auto World South Africa (Pty) Ltd

Reg. No. 2019/607089/07

Tel: + 27 10 590 0400

Email: info@autoworldsa.com

www.autoworldsa.com

P.O. Box 42236, Fordsburg, 2033

Johannesburg, South Africa

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## JOB DESCRIPTION

Job Title: Product Manager  
Location: Any metro city in South Africa  
Company: Auto World South Africa (Pty) Ltd  
Reporting to: Head of Marketing & Sales

### About Us:

Auto World South Africa (Pty) Ltd is an importer and marketer of a basket of premium automotive aftermarket brands, offering a range of high-quality products to automotive consumers that include professional repair shops, fitment centres or DIY mechanics through a network of wholesalers and retailers. We take pride in delivering solutions that meet the needs of the automotive industry. As part of our ongoing growth, we are seeking a motivated and dynamic Product Manager to join our team.

### Position Overview:

As a Product Manager at Auto World South Africa, you will play a pivotal role in managing our automotive aftermarket product lines. You will be responsible for the entire product lifecycle, from development and introduction to maintenance and retirement. The successful candidate will possess a deep understanding of the automotive aftermarket industry, exceptional market analysis skills, and the ability to drive product strategies that align with company objectives.

### Key Responsibilities:

- **Product Development:** Lead the identification, development, and launch of new products within the automotive aftermarket, from concept through to market introduction.
- **Product Portfolio Management:** Manage the entire product portfolio, including analysing product performance, identifying opportunities for expansion, and making recommendations for product enhancement, replacement, or retirement. Identify and cross match common parts across markets for inventory optimisation and leveraging economy of scale.
- **Market Analysis:** Conduct in-depth market research to understand customer needs, industry trends, and competitor activities. Use this data to identify opportunities and threats and make informed product decisions
- **Sales Forecast:** Liaise with Sales team and develop sales forecast on the assigned products
- **Product Strategy:** Develop and implement product strategies and roadmaps that align with the company's goals and objectives. Ensure that product offerings remain competitive and meet customer requirements.
- **Cross-Functional Collaboration:** Collaborate with cross-functional teams, including sales, marketing and management to ensure successful product development, launch, and marketing campaigns.

- **Product Launch:** Develop and execute go-to-market plans for new products, including pricing, sales & marketing collaboration, and distribution plans.
- **Product Communication:** Develop and maintain product documentation, specifications, and training materials for internal teams and external customers.
- **Quality Assurance:** Ensure that all products meet quality standards and regulatory requirements, working closely with suppliers to maintain product quality.
- **Performance Analysis:** Monitor and analyse product performance, sales data, and customer feedback to make data-driven decisions and continually improve product offerings.
- **Cost Management:** Manage product costs to maintain profitability and competitiveness within the market.
- **Warranty Management:** Manage product warranty and consumer/customer claims in line with established internal warranty policies as well as applied supplier warranty policies.

#### **Qualifications and other requirements:**

- Proven track record as a Product Manager in the automotive aftermarket industry, with at least 10 years of experience.
- In-depth knowledge of automotive aftermarket products, brands, and industry dynamics.
- Strong analytical and problem-solving skills, with the ability to gather and interpret market data.
- Strong communication, project management, and interpersonal skills.
- Proficiency in product management tools and software.
- A bachelor's degree in business, marketing, engineering, or a related field is preferred. Exceptional candidates without a formal degree will also be considered.
- Ability and willingness to travel within and out of South Africa

#### **Benefits:**

Competitive base salary and commission structure.

Health and retirement benefits.

Ongoing training and professional development opportunities.

Reimbursement for work-related travel.

#### **How to Apply:**

If you are a results-oriented and passionate sales professional with a deep understanding of the automotive aftermarket industry, we encourage you to apply for this exciting opportunity. Please send your resume and a cover letter detailing your relevant experience to [hr@autoworldsa.com](mailto:hr@autoworldsa.com) or visit [www.autoworldsa.com/careers](http://www.autoworldsa.com/careers)

Auto World South Africa (Pty) Ltd is an equal opportunity employer and welcomes candidates of all backgrounds to apply. We look forward to hearing from you and potentially having you as a valuable addition to our team.