



Trelleborg Wheel Systems, for Agricultural & Forestry Tires Business Unit, is seeking for a

**JUNIOR PRODUCT SPECIALIST
MARKETING DEPARTMENT**

Main activities:

- Product quantitative Analysis

Provides analysis/reports about the Trelleborg range development. Run Product Competitive Analysis, Market development, Market share evolution.

- New Product Development

Identify new potential projects through Market visits, customer interaction, catalogues, web/Shows. Collects info from competitors behaviors regarding new products, product performances, programs, promotions etc. Run Business case and assess profitability and positioning for new products.

- Sales Support (on-line and off-Line Product Marketing)

Implement and manage Marketing literature (e.g. Brochures, Apps, Web and Technical catalogue) to support sales and secure market development. Support for the creation of new products (NPR).

Run Training for the Sales Force regarding new products/application.

- Communication

Support in tires/rims preparation for Shows and Events.

Work with R&D to support the product launches and marketing follow up.

Candidate profile:

- Mechanical Engineering Master Degree (5 Years)
- Fluent in English. A second language between German and French will be considered a plus
- Advanced Knowledge of MS Office
- International experience (Erasmus or similar)
- Availability to frequent travel abroad (worldwide)
- Strong interpersonal and teamwork Skills

Place of work: Tivoli (RM)

1 year temporary contract

If you are interested in applying to the position, please send your CV to tws.recruitment@trelleborg.com, and specify in the email's subject "Junior Product Specialist".