



Nissan Industrial Placement Scheme 2012 – Department Overview

Product and Planning

The Product and Planning department sits within the overall marketing function and operates as a cross carline team encompassing a number of responsibilities. This department has historically offered two placement opportunities covering the 2 main functions of the department:

1. **Market Positioning, Forecasting and Planning:** to provide market insight to support the product teams in their decision making, particularly with respect to sales, pricing and incentive analysis. The team is expected to probe in depth for answers when the numbers prove inconclusive. As the source of the majority of the company's sales reporting and analysis, Marketing Planning also plays a key role in Nissan's short and mid-term forecasting and planning processes.
2. **Cross car-line Support, Product Management:** The product management team is responsible for the UK launch of new models and the maintenance of existing product activities. The team currently manages a number of printed projects such as customer brochures and pricelists, from leading the design process and managing third party agencies to create the printed materials.

Communications

The Press Office is responsible for all communications, both external and internal, for Nissan GB. The Communications team is responsible for Nissan's press coverage in the UK. They constantly liaise and meet with UK media for product, launches, motor shows, and events as well as keeping internal employees updated with the latest company messages.

After Sales

The After Sales team has two primary functions After Sales operations and After Sales marketing. Historically we have placed students within the marketing function of this team assisting in the development of brand-compliant marketing materials for the dealer network including direct mail pieces, customer newsletters, POS materials and letter templates. The After Sales department also develop support materials to the dealer network to help them market their services effectively to customers, alongside working with agencies and suppliers to co-ordinate direct marketing campaign activity (online and offline) for Nissan's range of After Sales products and services. These include Roadside Assistance, Extended Warranties and Nissan Insurance.

Marketing Communications

The Marketing Communications team sits within the overall Marketing department and is responsible for definition and delivery of an integrated communication plan for each category within the Nissan range. They manage the relationship between internal product teams and external agencies in order to provide a consistent message for Nissan GB's dealer network. The team support Product Managers with the delivery of launch events.

Past students have assisted the team with the development and implementation of an appropriate media plan by model, together with the development of creative material to support the plan. This involves project management through 2 key agencies – OMD, Nissan's media agency and TBWA, Nissan's creative agency.



Sales Operations

The Sales Operations department is responsible for managing Nissan GB's vehicle sales performance (both car and Light Commercial Vehicles) through the Nissan GB franchised dealer network and corporate sales channels. As a result of the diverse nature of the Sales Operations function, historically there have been two placements available both of which require strong project management and analytical skills. The Vehicle Distribution function is responsible for the allocation and movement of supply to meet Nissan GB commercial requirements. The Sales Support function is responsible for the monitoring and payment of any dealer incentive which support the demonstration and selling of new vehicles.

Human Resources

The Human Resources function is responsible for all Nissan GB office and field based employees within the sales, marketing, logistics and planning functions. The role of the HR Team is to support the Company's overall business strategy through a strategic people and development focus. This involves the support and coaching of an employee through their time at Nissan GB - ranging from their initial recruitment and selection to their ongoing career development, training, employee relations and remuneration.

The industrial placement will be an integral member of the HR Team and will support in key projects throughout the year. The placement will gain valuable experience in many areas of HR. We would look to provide solid foundations in HR and the application of best practice to act as a platform for a successful and well-rounded HR career.

Particular areas of exposure will be in the recruitment and selection processes, from identifying suitable candidates through to coordination of recruitment events. We would also expect the industrial placement to get involved in all aspects of the employee lifecycle, from drawing up a contract and their induction into the Company and further induction activities, all the way through to final exit interviews.

Customer Services

In 2010 Nissan launched a commitment to each of our customers to transform the service they receive in each of our dealerships. All our customers now receive a free courtesy car, free RAC cover with every service, a price matching promise, a 48 hour complaints resolution promise and the option to test drive their version of interest.

A placement within Customer Services (CS) will offer you the opportunity to actively work across the Nissan business to ensure we fulfill our CS commitments; you could be working with our product managers to resolve specification complaints, ordering new vehicles from our distribution department or launching new goodwill initiatives to our network. You will also have an opportunity to work with our third party agencies to develop and improve the quality of service our customers receive.

One of the key projects for our 2011 Industrial Placement has been to develop and build an online resource portal which communicates all CS policies, procedures, guidelines, news, alerts to wider CS team and new starters. There are also projects on social media, statistical analysis and management of techniques to further expand the CS programmes and performance.