

BMW Aftersales

Strategy & Planning

- Provide support for the aftersales report (turnovers, margin, KPIs etc.) on a daily basis.
- Manage daily / monthly aftersales factsheet. (incl. daily turnover report, monthly sales report for both wholesale & retail)
- Analyze various business-related data.
- Provide general administrative support, including payment requests

Business Development Aftersales

- Support aftersales marketing activities (CRM, campaign, promotion, event, etc.)
- Conduct service market research and online monitoring.
- Provide support for monthly KPI reporting.
- Organize team meetings and workshops.
- Provide support for monthly cost settlement operations.

Technical Service

- Provide support for test vehicle and team-related technical / data handling operations.
- Gather data for IAP LumpSum and create related reports.
- Gather technical data, upload to systems, and provide support for Market Community-related surveys.
- Provide support for monthly PR/PO (Purchase Requisition / Purchase Order) operations.
- Analyze vehicle data and provide support for TC (Technical Compliance) related documentation.

BMW Aftersales

Warranty

- Provide support for claim management and reporting operations.
- Assist with sorry activity and FMP (Flexible Maintenance Program) coupon settlement
- Support the registration of new car sales packages.
- Create EoWC (End of Warranty Campaign) materials.
- Provide support for monthly PR/PO (Purchase Requisition / Purchase Order) operations.

Customer Care

- Provide support for checking the evidence documents of customer care compensation cases.
- Print evidence documents and provide support for customer care audits.
- Offer support for monthly/quarterly customer care reporting.
- Organize team meeting minutes and workshop support.
- Analyze data and provide Microsoft Office support for various customer care-related data.

BMW Marketing

Product Management BMW

- Provide support for BMW ConnectedDrive digital products and services.
- Collaborate with teams to manage the Customer Interaction Center, address customer inquiries, troubleshoot, and handle tickets for ConnectedDrive offerings.
- Conduct market research on local OEM products, pricing, and offers to support strategic planning and product development.
- Analyze competitive trends, gather insights to improve offerings, and assist in preparing reports and presentations on product performance.

BMW Marketing

Marketing Services and Customer Interactions

- Provide support for customer lifecycle management and engagement activities, dialogue marketing, and voice of customer operations.
- Offer support for BMW Vantage service and customer benefit operations, including KPIs management.

Brand Communication BMW, Brand Experience

- Provide marketing communication support, including brand monitoring, social media, and sales literature.
- Offer digital marketing support, such as website management, YouTube channel, My BMW Apps, and online sales.
- Assist with experiential and retail marketing support, including event preparation and on-site support, dealer marketing activities monitoring, and dealer conference organization.

BMW Sales

Sales Planning and Operations, Sales Steering BMW

- Process dealer invoices and manage stock transfers among dealers.
- Prepare and submit daily wholesale reports and electronic invoices.
- Provide support for demo and other vehicle operations, including document and data uploads.
- Monitor and analyze the automotive market, both globally and in Korea.

BMW Sales

Corporate & Direct Sale

- Manage business data and analyze sales performance and market conditions.
- Maintain a qualitative and quantitative dealer business KPI dashboard.
- Monitor the achievement status of the dealer bonus program.
- Monitor the daily contract status of dealers.
- Provide monthly and weekly summaries of dealer sales performance data.

Network Development & Performance Management

- Monitor dealer performance and prepare related reports, including setting up bonus schemes.
- Prepare for various dealer meetings.
- Develop a performance KPI monitoring tool.
- Facilitate internal and external communication on various topics, such as targets, achievements, and network-related matters.

Digital Commerce and eMobility, Strategy & Steering

- Plan and analyze data for BMW Digital Commerce.
- Plan the UI/UX and provide operational support for BMW Digital Commerce.
- Provide industry research support for BMW E-Mobility (BEV, Charging, and Digital Commerce).

BMW Finance

Controlling

- Support profit and cost planning.
- Consolidate dealer finance reports.
- Consolidate management reports.
- Review sales allowances (Motorrad).

Accounting

- Support the posting of purchase orders and the monthly review of overhead claims.
- Perform basic accounts payable and overhead-related tasks, including:
 - Posting purchase orders
 - Reviewing monthly claims
 - Arranging documents

MINI

Marketing

- Provide digital marketing support.
- Manage daily social media operations and generate editorial content (full responsibility).
- Provide general administrative support and partial support for retail and event marketing.

JOB DESCRIPTION

MINI		R&D Center	
Sales	Technology Scout	Homologation	
<ul style="list-style-type: none"> - Invoice wholesale sales to dealers and process stock transfers among dealers in the distribution management system (DSS). - Prepare and submit daily wholesale reports and electronic invoice reports. - Review sales allowances, validate documentation, and ensure data accuracy. - Provide support for the business center (BC) in managing online sales contracts, inventory, and dealer communications. - Assist with incoming shipments and bill of lading (B/L) handling. 	<ul style="list-style-type: none"> - Conduct technology scanning, scouting, and screening activities. - Provide project management support. - Manage documentation and document management for department activities, including news clippings and government policy updates. - Offer general departmental activity support. 	<ul style="list-style-type: none"> - Provide data input support for homologation application processes. - Manage document retention activities. - Support R&D study projects by gathering information and conducting data analysis. - Offer general departmental activity support. 	
R&D Center		Motorrad	
Product Development & Testing	Test Management	Aftersales	
<ul style="list-style-type: none"> - Support the maintenance of test equipment software and hardware, requiring the ability to quickly learn and utilize internal development tools. - Test and validate in-development prototype software, hardware, related applications, and tools, with an intermediate-level coding skill, preferably in Python. - Manage documentation and document retention for department activities, such as test cases, test reports, and new processes. - Provide general departmental assistant support. 	<ul style="list-style-type: none"> - Provide regular status updates on test platforms (racks, cars, devices). - Support maintenance of R&D center documentation (technical/process manuals) on Confluence. - Provide Business Process Analysis support and assist in setting up test management processes based on BMW Group standards. - Support development of dashboards and visualization tools to present test results. - Offer general departmental activity support. 	<ul style="list-style-type: none"> - Support the monthly closing process for parts wholesale and the analysis of aftersales Key Performance Indicators (KPIs). - Support parts pricing and stock analysis reporting. - Provide support for parts homologation processes. - Support the payment process for Pre-Delivery Inspection (PDI), 1000km inspections, warranty, and parts & service campaigns. - Assist in the preparation of monthly reports related to authorities. 	
Motorrad		Purchasing	
Marketing	Sales		
<ul style="list-style-type: none"> - Support planning, registration, and sales management of marketing demo motorcycles. - Manage and maintain the marketing demo motorcycle program, including coordinating events, influencer/celebrity engagements, and product placements. - Provide website management support, such as content updates and 404 error management. - Offer event support, including logistics coordination and on-site assistance. - Assist with dealer marketing support activities. 	<ul style="list-style-type: none"> - Monitor sales status on a daily basis. - Monitor and track market trends and news. - Support the preparation and distribution of motorcycle registration documents. - Review sales promotion materials and other sales-related documents. - Provide support for handling incoming documents and bills of lading. 	<ul style="list-style-type: none"> - Create purchase requisitions, purchase orders, and frame contracts for purchasing transactions. - Manage vendor master data, including creation, changes, and overall maintenance. - Provide support for the buyer's bidding projects. - Assist the team with administrative tasks. 	
Human Resources	International Purchasing Office	Government & External affairs	
<ul style="list-style-type: none"> - Manage the regular recruitment process for the BMW Korea Internship program. - Provide support to BMW Korea interns, including onboarding and offboarding procedures. - Offer HR operational support. - Research and analyze HR trends. 	<ul style="list-style-type: none"> - Assist in developing supplier sourcing strategies and identifying optimal vendors. - Provide support for quality management and procurement during business trips in Korea. - Conduct market analysis and news clipping. 	<ul style="list-style-type: none"> - Organize team meetings and workshops. - Provide support for setting up regular meetings with relevant internal and external organizations, such as ECCK, German Embassy, KAIDA, etc. - Monitor political and market access issues, and provide early alerts to the company. - Offer documentation support in English and Korean. - Provide event support, including vehicle donations and lifestyle item orders. 	
Corporate Communications	IT	Future Fund	
<ul style="list-style-type: none"> - Provide daily media news clippings, daily community monitoring, and weekly media coverage reports. - Manage the operation of the press fleet (media test drive vehicles). - Support digital communication, including the intranet and Naver post. - Provide support for media events, such as test car logistics and lifestyle item orders. 	<ul style="list-style-type: none"> - Provide project management support. - Offer IT system test support. - Assist with infrastructure support. - Create an IT newsletter. - Provide Confluence and Jira support. - Offer documentation support in English and Korean. - Perform administrative tasks. - Contribute to development tasks. - Support audit and ISO-related activities. - Conduct testing and validation. 	<ul style="list-style-type: none"> - Provide administrative support for the Future Fund's new core business initiatives. - Support the preparation of the Future Fund's 10th-anniversary event and report. - Communicate with employees regarding inquiries about the Future Fund and Young Talent Dream Project. - Assist with the operation of the Future Fund blog and write monthly blog content. - Support various fundraising events with BMW Group Korea, such as the Motor Show and Flea Market. 	