

Career Ignition Program
After Sales
Rank 3
Scarborough, ON (Hybrid)

Toyota Canada Inc. (TCI) currently has an exciting opportunity for new graduates to join our organization and develop your qualifications with Toyota's Career Ignition Program. The Career Ignition Program is TCI's rotational development program for driven, motivated and passionate new graduates who are looking for meaningful and challenging work. This also provides an opportunity to collaborate with our network of dealers to drive success and build lasting relationships. This program will give you the opportunity to explore your potential and fuel a unique career path at one of the most trusted brands in the world. Through this program, you will develop the expertise and training needed to be successful in roles at TCI that will continue to grow and advance your career to become future leaders in the industry.

The program guides you through the first 3 years of your career at TCI. During the program, you will rotate through key opportunities in your identified stream, including cross-functional and stretch assignments.

In this stream, your rotation will focus on the after sales, customer services and accessories aspects of operations. You will complete rotations in the following departments:

Product Analysis and Development is where you will gain valuable experience in developing strategies for onboarding and sales of current and future products. During this rotation you will:

- Contribute to the development of vendor management strategies
- Evaluate parts products and pricing strategies for the Canadian market
- Collaborate with key stakeholder departments within TCI
- Work with Toyota Motor Corporation (TMC) and Toyota Motors North America (TMNA)
- Acquire comprehensive product and price knowledge

Parts Sales and Pricing will help you develop essential skills in learning field targets, fiscal forecasting, parts hierarchies and parts pricing strategies to optimize sales. During this rotation you will:

- Assess the competitive landscape of Original Equipment (OE) and aftermarket parts in Canada
- Comprehend how economic and government influences impact TCI's approach/decisions
- Gain exposure to monthly parts sales cycles
- Learn to leverage data sources to make informed choices
- Participate in the launch of the Digital Retailing Solution (DRS) for Parts & Accessories (ecommerce), a new initiative aimed at enhancing customer acquisition of parts and accessories

Service Marketing offers you the opportunity to gain experience in developing marketing strategies for Toyota Parts and Services, as well as Toyota Aftersales branding. You will also get exposure to digital marketing and our Tiered strategy. During this rotation you will:

- Identify marketing plans and programs to assist parts sales and enhance customer retention
- Contribute to the development and implementation of Service Marketing brand campaigns
- Collaborate with field staff and advertising agencies
- Review existing promotions and programs, and make recommendations for improvements

Service Process Development and Retention rotation offers you the opportunity gain valuable experience in comprehending dealer process, utilizing data sources, and leveraging data to aid customer retention. During this rotation you will:

- Gain awareness of retention data at TCI
- Collaborate with key stakeholder departments within TCI
- Assist Toyota Service Management (TSM) and the dealer consultation program to create and support Customer Experience initiatives
- Participate in the launch of the DRS for Service Product, a new initiative aimed at helping customer journeys and improving service retention

Accessories Planning & Marketing oversees the planning, sales and marketing of Toyota and Lexus accessories in Canada. During this rotation you will:

- Gain exposure to the accessory planning & Accessory marketing process
- Contribute to Accessory Development by conducting market research on potential new accessory offerings
- Utilize customer feedback to guide accessory development
- Collaborate with key stakeholder departments within TCI and gain exposure to the Global Toyota Distributor

What You'll Bring:

We are looking for recent graduates who meet the following requirements:

- Completed undergraduate or graduate degree in the past 2 years
- Open to working out of our Zone Offices for a short or long period (Halifax, Montreal, Toronto, Calgary and Vancouver)
- Agile thinking & critical thinking skills
- Collaborative & team player
- Leadership & communication skills
- High tolerance for ambiguity
- Innovative thinking & passion for continuous improvement
- Bilingual (French & English) is an asset

What We'll Bring:

Company & Culture

- A hybrid work environment
- A work environment built on teamwork, flexibility and respect
- Professional growth and development programs to help advance your career
- A focus on respect for people and continuous improvement
- Summer Hours – condensed work week during the summer

Benefits

- Competitive compensation package including bonus
- Extended health care and dental benefits effective immediately
- Company pension plan with additional employer contributions
- Associate vehicle discount program
- Reimbursement programs (tuition & fitness)
- Paid holiday shutdown and competitive paid time off benefits
- Sabbatical leave program

About Us

Toyota Canada Inc. is the exclusive Canadian distributor of Toyota and Lexus vehicles. Toyota Canada's head office is in Toronto, with regional offices in Vancouver, Calgary, Montreal and Halifax. Toyota parts and accessories are distributed through TCI's Parts Distribution Centres in Bowmanville and Vancouver. TCI supports over 287 Toyota and Lexus dealers in Canada with services that include training, sales, marketing, environmental and customer satisfaction initiatives.

What Sets Us Apart?

A focus on people, passion for Toyota, innovation and continuous improvement have made us an award-winning company, recognized worldwide for our technological leadership and superior standards of quality, community involvement and environmental responsibility.

What You Should Know:

Our success begins and ends with our people. We embrace diverse perspectives and value unique human experiences. We are proud to be an equal opportunity employer that celebrates the diversity of the communities where we live and do business. Applicants for our positions are considered without regard to race, ethnicity, national origin, sex, sexual orientation, gender identity or expression, age, disability, religion, or any other characteristics protected by law. Please advise us at any point during the recruitment and selection process or your employment if you require accommodation.

#LI-PP1

#LI-Hybrid