

## **Career Ignition Program**

### **Job Description – Sales & Marketing**

Toyota Canada Inc. (TCI) 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 260 Toyota, 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 make things better has made us an award-winning company, recognized worldwide for our technological leadership and superior standards of quality, community involvement and environmental responsibility.

Toyota currently has an exciting opportunity for new grads to join our organization and develop your skills with Toyota's Career Ignition Program. The Career Ignition Program is Toyota Canada Inc.'s rotational development program for ambitious, motivated and passionate new grads who are looking for meaningful and challenging work. 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 skills needed to be successful in roles at Toyota Canada that will continue to grow and advance your career to become future leaders in the industry.

#### **What to be excited about in this role:**

The Career Ignition Program offers a one-of-a-kind opportunity to:

- Learn more about Toyota's Canadian operations
- Develop a deep understanding of our business and gain a broad base of experiences
- Get yourself into gear for a successful career at Toyota

The program looks after the first 2-3 years of your career at Toyota Canada. During the program, you will be rotated through key opportunities in your identified stream as well as cross functional & stretch assignments.

For the business stream, your rotation will focus on the sales and marketing side of operations. You will complete rotations in the following departments:

- **Product Planning** is where you will gain experience in developing strategies for future products by monitoring the Canadian market trends. In this rotation you will:

- Contribute to the development of product life cycle strategies and pricing strategies for the Canadian market
- Work with key stakeholder departments within Toyota Canada Inc.
- Work with Toyota Motor Corporation (TMC) and Toyota Motors North America (TMNA)
- Obtain product and price knowledge

- **Sales & Inventory Planning** will help you develop skills in creating vehicle launch strategies and incentive strategies to optimize sales. You will get the opportunity to gain experience in inventory planning for the Canadian dealers. In this rotation you will:
  - Study the Canadian market, consumer behaviour and product details
  - Understand how economic and government influences impact Toyota Canada Inc.'s approach/decisions
  - Exposure to monthly sales and inventory cycles
  - Exposure to data sources and leveraging data to make key decisions
- **Marketing** will allow you to gain experience in building marketing strategies for the Toyota vehicles, Toyota brand and get exposure to digital marketing. In this rotation you will:
  - Obtain understanding of marketing planning to support sales
  - Develop and execute vehicle and brand campaigns
  - Work with advertising agencies

That's not it! During your time here, you'll have access to leadership training and will be paired with a mentor who will help to coach and guide you through your journey and work with you to ensure your professional growth and objectives are realized.

We are currently working remotely, but when we are back in the office, most opportunities will be located at our Toronto Head Office, but some opportunities may lead you to spend time in any of our Zone Offices (Halifax, Montreal, Toronto, Calgary and Vancouver) or at one of our Canadian affiliates (Toyota Financial Services or Toyota Motor Manufacturing Canada).

### **What You'll Bring**

We are looking for high-energy recent grads who meet the following requirements:

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

### **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.