CN - Tires - (Senior) Consumer Marketing Specialist

Your tasks

▪ Have good insight on the potential consumers' prepference and the trend.
▪ Select good merchandise for both B2B and B2C promotion to improve customer loyalty.
▪ Develop annual merchandise strategy on the category, quantity and stock management.
▪ Budget control.▪ Understand the rule of managing merchandise stock.
▪ Analyze and optimize merchandise stock, quantity to improve company ROI.
▪ Manage both M3 (internal merchandise platform) and CLIP (distributor and retailer merchandise redemption platform), upgrade the system to improve effeciency and statisfaction rate.
▪ Logistic management▪ Develop co-branding activities with famous brand on merchandise etc and get good results.
▪ Creativity and influence
▪ Budget control.▪ Support marketing activity in retail marketing team
▪ Good communication skills both internally and externally▪ Develop POSM for retail stores and NA stores
▪ Develop demo tool to demostrate Conti tire advance
▪Merchandise sales analysis and proposal for online flagship store
▪Merchandise sales operation including selection, pricing, ebit analysis, packaging, stock etc.

Your profile

College degree or equivalent, prefer marketing background
Good in English and communication3-5 years working experience
Excellent communication knowledge with sales
Vendor management experience Advanced experience in cooperation with sales, distributors and retailers is a plusTeam working experience, leading project experienceMuliti-international company working or cooperation experience is a plus

Our offer

您愿意与我们共同驾驭未来吗？即刻填写在线申请吧！

About us

德国马牌轮胎自 1871 年成立以来，一直以不断创造前沿科技和高端品质体验完美结合的轮胎产品享誉全球。作为全球最大的轮胎制造商之一，德国马牌轮胎始终致力于为消费者提供更安全、智能、可持续的驾乘体验。2025年，德国马牌轮胎在全球54个国家拥有约 76,000名员工，并创造出197亿欧元的销售额。

Job ID
REF100793S

Field of work
Marketing and Sales

Location
Shanghai

Leadership level
Leading Self

Job flexibility
Hybrid Job

Working time
Full Time

Contact
Susan Zang

Legal Entity
Continental Tires Co., Ltd.

2006年，德国马牌轮胎乘用车与轻卡车胎业务正式进入中国市场，并迅速以其精湛的德国工艺和值得信赖的品质独树一帜。德国马牌轮胎的零售网络遍布全国，凭借安全与领先的德国科技，德国马牌轮胎为合作伙伴创造价值，为消费者带来卓越的驾乘体验。
*大陆马牌轮胎在中国市场以德国马牌注册并著称