

# Tire\_Digital Marketing Specialist

## Vaše náplň práce

### Mission / Purpose of the position

Proposing and implementing Japan Digital Marketing strategies in alignment with APAC and Global guidelines. Establishing and handling all public relationship, media and internal/external related communications and events to enhance corporate/brand image and visibility and generating leads and converting passive audiences to active customers. Propose to develop a communication strategy to build brand and support business. Safeguard consistent brand image.

### Project Management

Proficient on project management

Work as project leader to coordinate efforts and turn ideas/discussions into actionable initiatives

Create high impact through project management within APAC community.

Influence global stakeholders for resources. Identify room for improvement for digital projects.

Understand business request and translate into technical language.

Solve problems / seek for support from right contact within the APAC.

Have proficient data analysis skills to track and measure performance and generate insights.

Understand different business model in APAC markets.

Understand digital marketing landscape in multiple APAC markets and propose flexible to adapt solution for different markets.

Work cross functionally to design a journey that will help frontline work in a more effective and efficient way

Change management within APAC BU and markets to accelerate transformation in to a customer centric organization

### Digital Solution

Build the platform including the frontend and backend from scratch, Ecom site, Website creating and management, SNS management, e-Commerce experience

Deliver a complete package of solution including global system and local customization.

Act as key user of mobile application including development and



ID pracovní pozice  
**REF56697M**

Obor  
**Marketing and Sales**

Lokalita  
**Shinagawa-ku**

Úroveň vedení lidí  
**Leading Self**

Flexibilita práce  
**Hybrid Job**

Právnícká osoba  
**Continental Tire Japan Co. Ltd.**

operation.

Work in conjunction with internal team and external agency to deliver superior user journey.

Establish a framework/dashboard for measurement (of digital behavior) and optimization for owned platform

Drive awareness and preference and maximize business conversion through digital platform.

Digital campaign experience (Social campaign structuring, Giveaways campaign conducting)

#### Campaigns and events

Organizes and executes communication campaigns, fairs, and events in a professional way.

Cooperate with the sales team and customers for local communication marketing activities and monitoring the performance

Support co-branding activities to enhance brand impact

#### Communication

Manage stakeholder matrix and manage stakeholder expectations during the project execution.

Identify and solve the pain points for all potential CRM users (Sales/Marketing/Service)

Best practice sharing in different markets

Change mindset and look for innovative solutions for APAC markets

#### Web Page Management

Maintain and update local webpage based on the global structure

Create and implement new functions based on local market trends: Dealer locator, Bar code identification system, Tire professional bolg, etc.

Improve website content and infrastructure to attract visitors flow.

#### Online Communication

Develop and implement an integrated online communication plan according to PR strategy to increase brand exposure online and create strong WOM.

Leverage online campaigns to drive sales performance.

Monitoring media and consumer's voice online and managing issue/crisis.

Propose and implement social media activities to have positive interactions with netizen.

#### Internal Communication

Communicating Corporate Global & China directions, progress, changes, issues, and successes, with related departments, through intranet, email, and newsletter to keep employees informed of and motivate staff to engage in.

Assist HR team in employee events and other HRD programs.

#### Budget and Process Management

Propose and track annual budget plan.

Control related marketing budget. Implement marketing activities in strict compliance with budget and company process.

Adapt budget plan in case of change of. business scenario.

## **Váš profil**

University or Master degree in business, marketing or computer science

Certification in project management, lean process is a plus  
min 5 year experience in digital product.

Good in English and Japanese communication

Over 5 years experience in media PR and communications,  
Operation/digital marketing/sales/retail with multinationals.

Familiar with SNS media system, adv. Listing marketing, Interests and curiosity in digital novelties in APAC region, Affinity with the digital landscape and eco systems outside of Japan

Cross-function experience in commercial, Automotive/retail industry experience is a plus but not mandatory.

Experienced in e-com business and it's operations.

Leadership experience for digital/business project within multinationals, Expert knowledge on commercial processes (Channels, Commercial strategy & policy)

Over 5 years experience in project or process management, Open and clear Communication, deliver passion and teamwork

Fast learner & Result oriented, B2C / retailing business related experience is preferable.

Familiar with IT platform (Salesforce, Rakuten shop, Amazon shop)

High maturity in managing stakeholder matrix, especially leader at high level

Work as project manager over 5 years

Multi-international company working or cooperation experience

## **Co nabízíme**

CV (Rirekisho) in Japanese and Work History in Japanese/English are required.

Ready to drive with Continental? Take the first step and fill in the online application.

## **O nás**

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2021, Continental generated sales of €33.8 billion and currently employs more than 190,000 people in 58 countries and markets. On

October 8, 2021, the company celebrated its 150th anniversary. With its premium portfolio in the car, truck, bus, two-wheel and specialty tire segment, the Tires group sector stands for innovative solutions in tire technology. Intelligent products and services related to tires and the promotion of sustainability complete the product portfolio. For specialist dealers and fleet management, Tires offers digital tire monitoring and tire management systems, in addition to other services, with the aim of keeping fleets mobile and increasing their efficiency. With its tires, Continental makes a significant contribution to safe, efficient and environmentally friendly mobility.