

Sr Content and Communications Specialist - PLT

Your tasks

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As part of the Content & Communications team, the Sr. Communications & Content Specialist is a creative content visionary that creates and executes engaging and relevant content for Continental Tire's social media platforms, website, e-mail campaigns, partnerships, product launches, promotions, and events. In addition to content creation and execution, we expect the Sr. Communications & Content Specialist to keep up with emerging trends and to always strive to be innovative and creative in helping grow the Continental Tire brand and products.

The ideal candidate must be a self-starter and a quick learner with a strong desire to work in an extremely fast paced, team-oriented environment where the flexibility to succeed in innovative, sometimes ambiguous situations is valued. Must have the ability to prioritize while multi-tasking and handle pressure with adherence to quality and deadlines while maintaining a high level of professionalism.

- Create and execute:
 - Content plans
 - E-mail campaigns
 - Social channels
 - Website content
 - Partnerships
 - Video content
 - Influencer/sponsorship program
 - Develop pitches & strategy briefs, execution, evaluating, reporting
 - Product launches
 - Promotions
 - Crisis communication plan
- Copywriting and editing for press releases, internal communications, social media, product information, websites, scripts, etc.
- Grow & maintain relationships with key internal/external partners, such as:
 - Agencies
 - Motorsports partners
 - Product planning
 - Sponsored properties
 - Trade publications
- Handle media requests for interviews, statements, etc.
- Plan/manage contracts & budgets

Your profile

BASIC:



Job ID
REF58261E

Field of work
Marketing and Sales

Location
Fort Mill

Leadership level
Leading Self

Job flexibility
Hybrid Job

Legal Entity
Continental Tire the Americas, LLC

- Bachelor's degree in Communications, Public Relations, Marketing, or a related field
- 5+ years of related professional communications & content work experience
- Experience with managing various social media platforms for business use
- Proven ability to develop and implement effective communications plans
- Strong communication, attention to detail, multi-tasking, and time management skills
- Excellent writing and editing skills
- General knowledge of design process
- Expertise and understanding of how to develop relationships with traditional and new media
- Ability to use discretion in managing proprietary information
- Legal authorization to work in the U.S. is required. Continental is only able to offer visa support for internal individuals who currently hold an existing valid employment visa
- A relocation package can be offered

PREFERRED:

- 7+ years of related professional communications & content work experience
- Working knowledge of photography/videography

Our offer

All your information will be kept confidential according to EEO guidelines.

EEO-Statement:

EEO / AA / Disabled / Protected Veteran Employer. Continental offers equal employment opportunities to all qualified individuals, without regard to unlawful consideration to race, color, sex, sexual orientation, gender identity, age, religion, national origin, disability, veteran status, or any other status protected by applicable law. In addition, as a federal contractor, Continental complies with government regulations, including affirmative action responsibilities, where they apply. To be considered, you must apply for a specific position for which Continental has a current posted job opening. Qualifying applications will be considered only for the specific opening(s) to which you apply. If you would like to be considered for additional or future job openings, we encourage you to reapply for other opportunities as they become available. Further, Continental provides reasonable accommodations to qualified individuals with a disability. If you need assistance in the application process, please reply to Careers@conti-na.com or contact US Recruiting at 248.393.5566. This telephone line and email address are reserved solely for job seekers with disabilities requesting accessibility assistance or an accommodation in the job application process. Please do not call about the status of your job application, if you do not require accessibility assistance or an accommodation. Messages left for other purposes, such as following up on an application or non-disability related technical issues, will not receive a call back.

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

About us

Continental Tire has been around for 150 years, we've been changing the way the world moves while making it more safe, smart, sustainable and accessible to all. The America's headquarters located in Fort Mill, South Carolina is seeking a highly self-motivated and detail-oriented Sr Content and Communications Specialist to join our Marketing group! The ideal candidate has excellent communication skills, is dependable and accountable.

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 2023, Continental generated preliminary sales of €41.4 billion and currently employs around 200,000 people in 56 countries and markets.

Tire solutions from the Tires group sector make mobility safer, smarter, and more sustainable. Its premium portfolio encompasses car, truck, bus, two-wheel, and specialty tires as well as smart solutions and services for fleets and tire retailers. Continental delivers top performance for more than 150 years and is one of the world's largest tire manufacturers. In fiscal 2023, the Tires group sector generated sales of 14 billion euros. Continental's tire division employs more than 56,000 people worldwide and has 20 production and 16 development sites.

Are you ready to shape the future with us?