

Customer Marketing Specialist

Your tasks

The Role:

Support the Customer Marketing Manager in developing, delivering and executing innovative & added value business development initiatives as well as trade and retail marketing support to deliver against the defined marketing objectives, drive customer loyalty & support profitable sales growth.

Responsibilities:

- Develop and implement pioneering industry-leading business development & trade activation initiatives designed to improve our customers' (aka tyre retailers) business and deliver mutual sales growth.
- Working with the sales team to deliver the agreed B2B and B2B2C business development initiatives (online and offline) for selected key Passenger (car, van & 4x4 tyres) and Commercial Tyre (truck, specialty tyres) customers.
- Identify & propose affinity marketing opportunities that support the values of Continental & its brands and support the business development of our customers.
- Support the Customer Marketing Manager in developing marketing activities and events for selected key customers (aka tyre retailers).
- As required, support the Customer Marketing Manager to sell-in, implement & review relevant business development & trade activation solutions with selected key customers.
- Support the Customer Marketing Manager in developing impactful POS, merchandise & branding for:
 - Customers' retail sites, vehicles, employees, etc.
 - Own equity, Conti360 & Conti Industrial Services networks sites, vehicles, employees, etc.
- Liaise & exchange with central & other European Business Development & Retail solutions teams.
- Ensure Customer Marketing plans are fed into the internal communication process for marketing activities.
- Work indirectly with selected customers through account managers in a coaching, advisory and supportive role to sell-in, implement & review relevant business development & trade activation solutions.
- Work closely across the marketing teams to ensure consistency & integrated approach.
- Work with BI Analyst to provide reporting on effectiveness of Continental's customer marketing activities as well information on competitor activities.
- Monitor costs and work within budget set by Customer Marketing Manager.
- Management of external agencies, incl. activity briefing, steering, service level measurement.
- Monitor effectiveness of all customer marketing activities according



Job ID
REF65351S

Location
Datchet

Leadership level
Leading Self

Job flexibility
Hybrid Job

Legal Entity
Continental Tyre Group Ltd.

to agreed KPI's to measure performance.

- Follow Continental's Code of Conduct and operate in accordance with the 8th EU Directive.
- To monitor and ensure consistency in use of all Continental AG's brand identities.
- To contribute towards the definition of CTG's brand and corporate values

Your profile

Qualifications, Skills and Experience required:

- Professional qualification in marketing or related field (ideal).
- Good understanding of the full marketing mix.
- Experience in B2B and B2B2C Retail / Trade Marketing.
- Strong writing skills in English, proof reading & attention to detail.
- Fluent in English with strong verbal communication skills
- Up to date with latest trends and marketing best practices.
- Ability to successfully manage multiple work streams / projects simultaneously.
- Proactive, innovative and able to take the initiative.
- Proven marketing experience, ideally in retail and/or B2B and B2B2C marketing.
- Business Development / Customer Marketing experience.
- Agency management or agency background.

Our offer

- Full UK driving licence.
- Attending customer events that occasionally take place on weekends incl. overnight stays (time back in LIEU).
- Competitive salary and benefits package.
- Learning and development opportunities.
- Must be able to work in the UK and have the right to do so.
- Hybrid working pattern available (3 days in the offices & 2 working from home)
- **Closing date: Tuesday 1st April 2025**

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

About us

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 2022, Continental generated sales of €39.4 billion and currently employs around 200,000 people in 57 countries and markets.

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.