

Senior PR and Brand Communication Specialist

Tus actividades

This position is responsible for developing and managing brand image, building and maintaining positive company image in China through stakeholder engagements. Reporting to the Brand Communication Manager, this position will focus on brand management, media relations and management, retailer PR activation, crisis communication and corporate brand identity. The incumbent will also provide policy and issue analysis and support to company's overall stakeholder engagement needs in China.

Develop long-term and short-term brand management regulations and public relations communication calendar within budget according to company marketing strategy. Drive media campaigns and events complete on time with the planed outcomes. China PLT sales target achievements./Brand Awareness and Equity management.

Brand Management

- Develop brand VI guideline, implement and monitor VI usage in market.
- Provide standard content and template to support internal and external stakeholders for brand communication
- Arrange and classify brand relevant content regularly, to identify and choose content to support internal and external stakeholders

PR Planning & Content development

- Develop, implement and monitor PR program in support of branding and business objectives in China.
- Provide China perspective and analysis for effective development and implementation of China communication and stakeholder engagement program
- Coordinate with different functions and partners to develop communication materials and executive briefings for China engagement.

Media Relations

- Build strong media relations to improve brand awareness, favorability and familiarity
- Expand media database to EV and retail chain category, pay regular visit to understand media calendar and seek for cost effective co-operation
- Develop innovative media program and foster the long-term brand relationship and preference/recommendation

Campaign and Event Management

- Develop tailored made PR/ brand communication campaign for China market
- Lead PR events including but not limited to press conference, road show, round table, driving test etc for media and target



Job ID
REF66511R

Ubicación
Yang Pu Qu

Nivel de liderazgo
Leading Self

Flexibilidad laboral
Hybrid Job

Unidad jurídica
Continental Tires Co., Ltd.

consumers.

Issue management

- Monitor and safeguard the media&social conversation to build up and maintain positive WOM
- Support issues management efforts and crisis management.
- Provide training and prepare executive for media interview.

Online & Internal Communication

- Support internal communication initiatives
- Support brand online activities, campaigns, and content development

Agency Management

- Work with agency partner to ensure high quality and timely deliverables, with measurable KPI metrics

Tu perfil

REQUIRED EXPERIENCE

University Degree in Business, Marketing, Public Relations, Journalism, Communications or a related discipline
Understand the tire industry is a plus

Above 5 year working experience

Good at documentation and event management, and good communication skills

Vendor management experience with basic PR management knowledge

Strong capability to define participation and implement corporate and business strategy regarding high profile events, tradeshows, exhibitions, marketing and promotional materials design and production is desirable.

Passion to learn and work under pressure

Independent and quick learner, coupled with excellent communication and networking skills. A meticulous and effective team player who works well in a fast-paced environment.

Multi-international company working or cooperation experience

Proficient in Microsoft Office software and the Internet.

Lo que ofrecemos

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Acerca de nosotros

大陆集团专业开发前沿性技术与服务，以人和货物运输为着眼点，致力于打造可持续且可联动的交通方式。集团成立于 1871 年，作为一家科技企业，它负责为车辆、机器、交通及运输行业提供安全、高效、智能且经济实惠的解决方案。2022 年，大陆集团实现营收 394 亿欧元，目前在全球 57 个国家和市场地区雇佣约 20 万名员工。

轮胎子集团凭借其为汽车、卡车、公共汽车、两轮和特种轮胎领域打造的优质产品组合，已成为创新型轮胎技术解决方案的代名词。集团以轮胎与促进可持续发展为着眼点，相应推出了多款智能型产品和服务。针对专业经销商和车队管理商，轮胎子集团在其他服务的基础上，为之打

造了数字轮胎监控和轮胎管理系统，从而在保持车队机动性的同时，亦提高了车队效率。凭借其轮胎业务，大陆集团为实现安全、高效以及环保的交通方式做出了重要贡献。