

# Online Sales and Marketing Specialist NorthEast APAC (Bicycle Tires)

## Your tasks

To develop and maintain a sustainable bicycle online tire business in the Northwest-APAC, manage key online customers and market places and drive rapid development/growth in key region. Responsible for sales marketing communication B2B in the Apac Replacement bicycle tire business.

### Sales Management

- Devises how strategy will be practically implemented
- Measures performance against standards
- Monitor to identify new trends and development, so that prompt action can be taken
- Implementation of (online) Sales strategy incl. webinars and Tech trainings

- Acquire Prospects and develops new business opportunities

### Customer Relations

- Establishes, maintain and build relationships with Key Customers, market places and prospects
- Confer ideas and opinions with customers to satisfy their needs
- Monitor and analyze our performance against competition

### Reporting

- Consolidate reports from different customers for the Bicycle management
- Measures performance against standards
- Prepare and consolidated reports for the sales management and recommend a course of action.

### Marketing Strategy

- Develops, Contribute and implement to the online-sales business strategy development of the BF Bicycle tires in northeast APAC
- Devises how strategy will be practically implemented in its region of responsibility
- Determine measurement criteria for strategy valuation while keeping abreast of market developments and trends
- Supports APAC Sales team with developing and implement marketing activities focussing on Product & Promotion
- Oversee and manage the development of a marketing plan focused on B2B sales support specifically for the bicycle market segment
- Analyze the effectiveness of all marketing efforts (4Ps) and manage change when required.



Job ID  
**REF68580X**

Location  
**Shanghai**

Leadership level  
**Leading Self**

Job flexibility  
**Hybrid Job**

Legal Entity  
**Continental Tires Co., Ltd.**

## Marketing

Coordinate with the marketing department and the local organizations to ensure successful execution of organizational strategy and support to sales

Coordinate different marketing activities in the region in coordination with our customer for area of responsibility.

Organizes and runs events jointly with marketing team at key events and at dealer shows

## Budget / Forecasts

Compile in collaboration Key departments annual sales and expense budgets

Elaborate a sales FC per customer/ country of responsibility according to the management requirements

Monitor and measure performance against forecast / budget

## Compliance

Ensure that all processes are in line with our compliance rules and regulations.

## Your profile

University degree in Marketing or Business Administration, Experience in marketing, online sales and expertise in the cycling industry, Experience in leading/ managing projects preferable, English fluently

## Our offer

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.