

# Marketing Product & BI Responsible

## Descrição da função

### Your role:

As **Marketing Product & BI responsible**, you will be in charge of the supervision and coordination of internal and external market analysis. Development of market, product, competitor and customer/consumer reports for subsequent dissemination to the Sales and Mkt department. To serve as a link between our headquarters and the market, being in charge of coordinating the information between them. Communication and training of all tires products.

### Main tasks:

- Supervision of competitor, market, product, channel, customer and consumer trends analysis.
- Direct coordination of the launch of commercial products, as well as their communication and corresponding training.
- Presentations, sales support. Follow-up of communication and related training.
- Review and validation of all product related materials.
- Coordination with logistics to improve the quality of sales forecasts using all available information (internal and external).
- To support our Communications Responsible by developing questionnaires and providing support in activities that require the dissemination of product information from all divisions.
- Prepare the necessary analysis and statistics for the preparation of the budget with the Mkt and the Sales Director.
- Attendance at international Product and BI meetings and serving as a contact between Iberia and Hannover as coordinator of both areas.
- Development of the team in charge, follow-up of action plans.

## Requisitos

- Degree in Business Management, Economy or other science based degrees.
- At least 5 years of experience in Marketing departments and or data analytics.
- Experience in leading multidisciplinary and multilocation teams.
- Understanding of the automotive industry and consumer behavior is a plus but not mandatory.
- Strong analytical skills, finds easy to structure and analyze data.
- Feels comfortable in crossing information from different sources to create insights.
- Excellent communication skills, conveys complex information in simple and easy messages.
- Masters MS Office, especially Power BI.
- Fluent in English; Spanish and Portuguese are a plus.
- Availability to work from our offices in Madrid or Oporto, and to travel



Identificação da vaga  
**REF72374L**

Área funcional  
**Marketing and Sales**

Local  
**Lousado**

Nível de liderança  
**Leading People**

Modalidade de trabalho  
**Hybrid Job**

Pessoa jurídica  
**Continental Pneus S.A.**

up to 25% of time.

## **O que oferecemos**

We offer:

- This position could be located in Madrid or in Porto.
- Integration in a challenging and international work environment;
- Hybrid working model (on-site / remote);
- Agile and collaborative working style;
- Continuous professional training and excellent possibilities of personal and professional development.

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

## **Quem somos**

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.