

# Marketing Communications Specialist

## Náplň práce

The Marketing Communications Specialist is responsible for managing all marketing, communications, public relations, print/digital advertising, branding, and tradeshow/events efforts for the Independent Automotive Aftermarket (IAM) and Commercial & Special Vehicles (CSV) businesses within Continental North America. This person will interface with North American and international colleagues to ensure global marketing consistency and brand awareness.

## Core Responsibilities:

- Manage, write and direct PR and media coverage within the NA Aftermarket
- Direct and manage all tradeshow activities
- Strategize with executive management, product managers and sales managers on go-to-market strategies for various product categories of the Aftermarket and Commercial & Special Vehicles businesses
- Direct development and communications of overall product USPs, branding, product messaging, packaging, photography, catalog data requirements, and customer specific programs and promotions.
- Provide branding expertise, policing and support to ensure global brand guidelines are maintained
- Develop and manage specific product related sales tools and training materials (data supplied by Product Management)
- Manage websites and social media pages
- Manage location intranet page
- Manage e-catalog lookup on Aftermarket and REDI-Sensor websites, and ContiParts catalog app on App Store and coordinate content, descriptions, photography with Catalog team
- Align with Automotive Marcom and Aftermarket Marcom Germany on topics, tradeshow, branding and planning.
- Develop, coordinate and manage Marketing Communications Budgets for Aftermarket and CVS
- Work with NPM Purchasing team on RFP process for corporate vendor (agency and event management vendor) for contracts
- Align with Legal team, Risk Team and Contracts team to ensure adherence to policy regarding tradeshow and contracts
- Participate in International / intercultural team projects and task forces as needed
- Manage Marcomm specific third-party corporate vendors and agencies
- Member of Aftermarket Leadership Team

## Competencies:

- Strong understanding of marketing best practices and purpose
- Exceptional written and verbal communication skills
- Demonstrated customer orientation
- Positive professional manner, self-directed and takes initiative
- Ability to make decisions independently and to effectively manage



ID pozície  
**REF76229F**

Pracovná oblasť  
**Marketing a predaj**

Miesto práce  
**Allentown**

Úroveň vedenia ľudí  
**Leading Self**

Flexibilita  
**Hybrid Job**

Právnická osoba  
**Continental Automotive Systems, Inc.**

various concurrent projects at a time

- Ability to learn unique selling points (USPs) for various product categories and multiple brands to effectively direct agency and staff on all creative projects.
- Intercultural / international attentiveness
- Focus and understanding of company standards, policies and procedures, communication and project management, networking
- Ability to work under pressure and remain positive
- Ability to be trained on press communications and crisis communications for the location

## **Profil kandidáta**

### **Basic Qualifications:**

- Bachelors Degree, preferably in Marketing, Communications, Business or related discipline and 2 year's experience in marketing communications OR 4 years relevant experience in marketing communications in lieu of a degree
- Must be able to travel 20% domestically and some international.
- Must be able to lift up to 50lbs, move exhibits, basic electric and assembly, artistic propensity (ability to illustrate ideas to designers, graphics artists, carpenters, etc)
- Excellent, professional verbal and written communication skills
- Proficiency to read, write, speak English

Legal authorization to work in the U.S. is required. We will not sponsor individuals for employment visas, now or in the future, for this job opening.

### **Preferred Qualifications:**

- Prefer marketing communication experience in automotive aftermarket and/or special OEM manufacturer industry knowledge, or general logistics knowledge
- Prior experience budgeting, media, tradeshow, speaking in public and presenting concepts, projects, corporate identity etc.

## **Čo ponúkame**

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](mailto: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.

## **O nás**

Continental Automotive is changing the future of mobility to make it more safe, smart, sustainable and accessible to all. Experience the opportunities of a large company with an entrepreneurial spirit where you are empowered to be your best. Work on alongside people who are passionate about sharing ideas and igniting change. Employing top talent across 56 countries, we work together as a global team - because no one shapes the future alone. Are you ready to join us in leading the way?