

Intern - Communications - Hoosier Racing Tire, Summer 2025

Ihre Aufgaben

THE POSITION

Our Hoosier Headquarters in Lakeville, IN, is seeking a Communications Intern to join our team; however, the position will be based at the Continental Tire Headquarters in Ft. Mill, SC. This intern will be part of a dynamic and collaborative marketing team, supporting various communication initiatives, including content creation, social media, and brand storytelling. The role will involve assisting with writing and digital storytelling while contributing to the team's daily operations and strategic projects.

HOW YOU WILL MAKE AN IMPACT

- Assist in developing and executing communication strategies to enhance brand awareness and engagement.
- Create compelling content for various platforms, including social media, and corporate presentations.
- Support the development of press releases, blog posts, newsletters, and other written materials.
- Collaborate with the marketing, employer branding, and HR teams to align messaging across all communication channels.
- Conduct research on industry trends, competitors, and best practices to inform content strategy.
- Engage in brainstorming and creative storytelling to drive impactful communication.
- Assist with influencer strategies by identifying and researching potential influencers, developing key talking points and messages, and tracking performance.

Note: Responsibilities and qualifications may evolve based on business needs.

Ihr Profil

WHAT YOU BRING TO THE ROLE

- Student pursuing a Bachelor's Degree in Communications, Marketing, Journalism, Public Relations, or a related field.
- Minimum of sophomore standing, with an expected graduation date no later than May 2027.
- Strong writing, editing, and storytelling skills with attention to detail.
- Familiarity with social media platforms, digital communication trends, and collaborating with influencers to enhance brand engagement.
- Excellent interpersonal and collaboration skills.
- Ability to work 40 hours per week during normal business hours, with potential domestic travel.
- Minimum 3.0 GPA requirement.
- Valid driver's license required.



Job ID
REF78606L

Arbeitsbereich
Kommunikation

Standort
Fort Mill

Rechtliche Einheit
Hoosier Racing Tire Corp.

- Legal authorization to work in the U.S. (no visa sponsorship available).

Unser Angebot

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 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.

Über uns

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 2023, Continental generated preliminary sales of €41.4 billion and currently employs around 200,000 people in 56 countries and markets.

Tire solutions from the Tires group sector make mobility safer, smarter, and more sustainable. Its premium portfolio encompasses car, truck, bus, two-wheel, and specialty tires as well as smart solutions and services for fleets and tire retailers. Continental delivers top performance for more than 150 years and is one of the world's largest tire manufacturers. In fiscal 2023, the Tires group sector generated sales of 14 billion euros. Continental's tire sector employs more than 56,000 people worldwide and has 20 production and 16 development sites. Are you ready to shape the future with us?

Hoosier Racing Tire, the largest race tire manufacturer in the world, has continually promoted passion, pride, and success in the racing industry since 1957. Based in Plymouth, Ind. their state-of-the-art facility, including a fully integrated technology and R&D center, is solely dedicated to engineering, designing, supporting, and manufacturing the over 1,000 different types of racing and high-performance tires currently produced. Instilled with the heritage of champions, Hoosier utilizes a model sales and distribution network to deliver winning results globally. Hoosier Racing Tire is a 100% subsidiary of Continental AG.