

# Working Student - Marketing / Product Management Tires EMEA (m/f/d) - REF80581W

## Vos activités

For the area of Program Management EMEA we are looking for a working student (m/f/diverse) to support our team from **June 1st, 2025** for a period of **12 up to 24 months** for **20h a week**.

We will need you partly **on-site at our office in Hannover**. However, we understand that there are days when you would prefer to work from home. Therefore, we will find a solution that works for all of us - **remote working** hours are possible in consultation with your supervisor.

In an international working environment, you will take over activities in the field of Program Management. In addition to working directly with the Program Managers, your tasks will also include communication and interaction with local market organizations, product development departments and other Program Management stakeholders.

## Your tasks include:

- Support in planning, coordination and marketing of new products
- Assistance in the process of marketing material creation in consultation with relevant stakeholders such as Communications-, R&D-department and external agencies
- Analysis of Conti internal size coverages as well as competitor size ranges
- Support in range cleaning processes (analysis and communication with relevant stakeholders, maintenance of article stop-dates)
- analysis of the international competitive environment with a focus on new products and technologies of commercial consumer tires (e.g. product launches, EV-, digital solutions-strategy)
- Support in article creation process and maintenance/data adjustments of running articles
- Project support in international projects

## Votre profil

- Student (m/f/d) in the field of economics, business administration, marketing, mechanical engineering, automotive engineering, business informatics or a comparable field of study
- Affinity and enthusiasm for the international automotive industry and passion to collaborate with a highly motivated team of experienced tire experts
- Analytical way of thinking and affinity to business IT systems
- Secure handling of MS Office programs (Excel, PowerPoint, Teams)
- Experience with Power BI welcome
- Very good knowledge of English, written and spoken. German language skills are an advantage.



Référence  
**REF80581W**

Domaine fonctionnel  
**Marketing and Sales**

Site  
**Hannover**

Nom du contact  
**Christian Stolzenburg**

Unité légale  
**Continental Reifen Deutschland GmbH**

- High level of commitment, flexibility, creativity, initiative, team, organizational and communication skills

Please attach your current certificate of enrollment and also your current transcripts of records. Those documents are mandatory for processing your application. If required, please submit your valid residence permit as well as your work permit including the additional sheet.

Applications from severely handicapped people are welcome.

## **Notre offre**

Join our program management team for an exhilarating experience in navigating a dynamic market environment, where your strategic skills will shape impactful initiatives. Get in close contact with Continental's commercial customers and immerse yourself in the vibrant team spirit, fostering collaboration and innovation. With the strategic scope of your new role, seize great networking opportunities, propelling both personal and professional growth.

On top of that, we offer exciting career prospects and support you in achieving a good work-life balance.

Sounds interesting for you? [Click here to find out more.](#)

[Diversity, Inclusion & Belonging](#) are important to us and make our company strong and successful. We offer equal opportunities to everyone - regardless of age, gender, nationality, cultural background, disability, religion, ideology or sexual orientation.

#LI-DNP

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

## **A propos de nous**

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 2024, Continental generated sales of €39.7 billion and currently employs around 190,000 people in 55 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.