

# Graduate Program Marketing & Sales Sector Tires (m/f/d) - Start 01.09.2025 - REF81420I

## Your tasks

Are you enthusiastic about Marketing & Sales, Logistics or eBusiness, eager to apply your digital skills, internationally minded and ready to make a significant impact in a collaborative team? If so, our 18-month program could be the ideal fit for you!

Our comprehensive program provides a deep dive into the tire industry, our company, our marketing & sales strategy, as well as our digitalization scope. You'll gain extensive exposure to diverse local and central departments within our Business Area Replacement EMEA, offering ample opportunities to contribute actively and grow. You will enjoy high visibility and the chance to leverage your digital expertise from the get-go.

The phases of the 18-month program:

1st stay: Home Market Germany (8 months):

- Familiarize yourself with Continental and our Business Area Replacement EMEA in your home market
- Develop valuable relationships with stakeholders and both internal and external customers
- Contribute to the department in your home market

2nd stay: abroad in Central Functions or other markets (6 months):

- Gaining knowledge and building an international network
- Be a team-member of one of our departments like eCommerce, Digital Solutions, IT or other
- Acquire knowledge and connections with central functions teams
- Gain valuable knowledge, network and expertise for "your" home market
- Collaborate on a joint Graduate Pool project bridging Sales and IT/Digital Solutions

3rd stay: Home Market Germany (4 months):

- Prepare within your home market for your desired role after the graduate program (e.g. Key Account Management, Digital Solutions Manager, Pricing Specialist)

## Your profile

- Master's degree in Business Studies, Economics, Informatics, or comparable qualification
- First practical experience through (international) internships/ jobs as working student or international employment
- Business fluent German and English language skills (written and



Job ID  
**REF81420I**

Field of work  
**Marketing and Sales**

Location  
**Hannover**

Leadership level  
**Leading Self**

Job flexibility  
**Hybrid Job**

Contact  
**Laura van Kann**

Legal Entity  
**Continental Reifen Deutschland GmbH**

spoken)

- Strong digital skill- and mindset enabling strategic use of IT and digital technologies
- Strong ability in analytical/ structured thinking and profound project management skills
- Strong collaborative skills and intercultural experience preferably through international internships or semesters at an university abroad
- Flexibility and mobility to work abroad during the Graduate Program

Applications from severely handicapped people are welcome.

## Our offer

The well-being of our employees is important to us. That's why we offer exciting career prospects and support you in achieving a good work-life balance with additional benefits such as:

- Training opportunities
- Mobile and flexible working models
- Sabbaticals
- and much more...

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

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 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.