

# Marketing & Sales Graduate (f/m/d) - REF82044U

## Your tasks

Are you enthusiastic about Sales & Marketing, 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 sales & marketing strategy, as well as our digitalization scope. You'll gain extensive exposure to diverse central and local departments within our Business Area, 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: Headquarters' Central Functions (8 months) - Central Key Account Management:

- Familiarize yourself with Continental and the Sales & Marketing activities of our BA in your Headquarters' Central Functions
- Develop valuable relationships with stakeholders and both internal and external customers
- Contribute to the Sales department in your home base

2nd stay: Market stay or Headquarters' Central Functions (6 months):

- Be a team-member of one of our digital CF departments like eCommerce, Digital Solutions or Central IT or other in one of our market organizations (location will be decided based on availability)
- Acquire knowledge and connections with central functions/headquarter teams
- Gain valuable knowledge, network and expertise for "your" base
- Collaborate on a joint Graduate Pool project bridging Sales and IT/Digital Solutions

3rd stay in Headquarters' Central Functions (4 months) - Central Key Account Management

- Prepare within your home base for your role after the graduate program (e.g. eCommerce, Sales, Sales Operations, Pricing, etc)

## Your profile

- Bachelor or Master's degree in business studies, economics, informatics, or a related field from a recognized university
- Demonstrated proficiency in digital skills and a mindset that promotes the strategic application of digital technologies and IT.
- Strong aptitude for analytical and structured thinking



Job ID  
**REF82044U**

Field of work  
**Marketing and Sales**

Location  
**Hannover**

Leadership level  
**Leading Self**

Job flexibility  
**Hybrid Job**

Contact  
**Torben Schillke**

Legal Entity  
**Continental Reifen Deutschland GmbH**

- Expertise in Microsoft Excel, PowerBI and automation tools e.g. Power Automate, KNIME
- Fluency in English
- Collaborative and passionate team player with experience in working within diverse and international teams
- Flexibility and willingness to work abroad during the Graduate Program
- Previous practical experience gained through internships, working student positions, or international employment, particularly valued.
- Intercultural experience, such as international internships or semesters spent studying abroad, highly desired.

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](#)

Network with our Recruiter [Torben Schilke](#).

[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.

#Jobdrehscheibe

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 preliminary 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.