

Marketing & Events Specialist - Motorcycle Tire the Americas

Your tasks

HOW YOU WILL MAKE AN IMPACT

SG 10/11

- Ensure successful development and implementation of the marketing strategy within Motorcycle Tires in The Americas.
- Steering of all 5 Marketing P's (product, price, place, promotion, people) as well as deep understanding of their interaction within a global marketing strategy.
- Take steps to measure, enhance, and enrich the positioning and image of the Continental Brand through various goals and objectives.
- Social media and influencer management
- Event planning (coordinating event setup and event display concept, promotional items, liaison with event venues, managing attendee invites, etc.)

Your profile

WHAT YOU BRING TO THE ROLE

- Bachelors degree, preferred in marketing or similar field
- 2+ years of professional experience working in Marketing and events.
- Solid understanding of project management/Marketing tools and skills.
- Video editing experience
- Graphic design experience
- Fluent in English
- Proficiency with Microsoft Office applications
- Ability to travel up to 25% of the time
- Legal Authorization to work in the US is required. We will not sponsor individuals for employment visas now or in the future for this job opening.
- Continental is able to pay relocation expenses for this opportunity.

PREFERRED QUALIFICATIONS

- 5+ years of professional experience working in Marketing and events.
- Motorcycle specific knowledge and experience in the market.
- Proficiency with design applications/photoshop

Our offer

THE PERKS

- Immediate Benefits



Job ID
REF82081B

Field of work
Marketing and Sales

Location
Fort Mill

Leadership level
Leading Self

Job flexibility
Hybrid Job

Legal Entity
Continental Tire the Americas, LLC

- Robust Total Rewards Package
- Paid Time Off
- Volunteer Time Off
- Tuition Assistance
- Employee Discounts, including tire discounts
- Competitive Bonus Programs
- Employees 401k Match
- Diverse & Inclusive Work Environment with 20+ Employee Resource groups.
- Hybrid Work
- Employee Assistance Program
- Future Growth Opportunities, including personal and professional
- And many more benefits that come with working for a global industry leader!

EEO-Statement:

EEO / 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 for qualified individuals with a disability and protected veterans, 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.

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.