

# Event & Trade Marketing Manager AAM

## Your tasks

As **Event & Trade Marketing Manager** within the **Industrial Solutions EMEA** business area of **ContiTech**, you will play a key role in supporting our regional **sales teams and service locations** in growing the automotive aftermarket business. Your focus will be on **push-marketing initiatives** – from inhouse fairs to point-of-sale materials – that help our **aftermarket partners promote and sell ContiTech products** more effectively. By working closely with internal stakeholders and external partners, you'll help turn market potential into real business impact.

## What You'll Do

- Support push-marketing for ContiTech's Automotive Aftermarket in EMEA
- Collaborate with sales teams and service locations across the region
- Plan and execute inhouse fairs and trade show participation
- Develop POS materials and trade marketing campaigns
- Coordinate marketing activities with aftermarket partners
- Support online and eCommerce promotional efforts
- Manage marketing projects, budgets, and timelines
- Align with internal teams and external agencies
- Drive sell-out performance and partner engagement

## Your profile

### What You Bring

- Several years of experience in trade marketing, event planning, or channel marketing.
- Understanding of push-marketing and sales enablement strategies.
- Strong communication and project management skills.
- Collaborative mindset and ability to work across countries and cultures.
- Fluency in English; other languages (especially German) are a plus.

## Our offer



Job ID  
**REF83822C**

Field of work  
**Marketing and Sales**

Location  
**Timișoara**

Leadership level  
**Leading Self**

Job flexibility  
**Hybrid Job**

Legal Entity  
**S.C. ContiTech Romania S.R.L.**

We want our employees to do well with us. That's why we offer them not only an exciting job in an international technology group, but also numerous additional offers such as flexible and hybrid working, sabbaticals and other benefits.

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

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## **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 2022, Continental generated sales of €39.4 billion and currently employs around 200,000 people in 57 countries and markets.

The ContiTech group sector develops and manufactures, for example, cross-material, environmentally friendly and intelligent products and systems for the automotive industry, railway engineering, mining, agriculture and other key industries. Guided by the vision of “smart and sustainable solutions beyond rubber,” the group sector draws on its long-standing knowledge of the industry and materials to open up new business opportunities by combining various materials with electronic components and individual services.