

# Customer Engagement Specialist

## Your tasks

We are looking for a dynamic and enthusiastic person to join our Business Area (BA) Marketing team as a Customer Engagement Specialist to support the implementation of Salesforce CRM and help drive our transformation to becoming a more customer centric organization. Salesforce CRM will serve as the primary system used for interacting with and supporting the customer relationship.

The Customer Engagement Specialist position is responsible for leading the America's initiatives behind the optimal use of Salesforce CRM. Tasks include project management, heading engagement and communication efforts as well as comprehensive support of the locally responsible key users. You will work closely with sales, marketing, service, and cross-functional teams, ensuring effective collaboration, user adoption, and system optimization. The position understands local business realities and makes recommendations on how the CRM system can provide customer-focused solutions.

## Main Tasks:

### Project Management

- Lead America's Salesforce CRM projects in the various markets; prioritizing and implementing new functionality that will bring value and defining business requirements to the project team for potential implementation (including configurations, customizations, new objects, business processes, etc.).
- Support the configuration of business necessary workflows and interfaces.
- Drive reporting to support management using data-driven decision-making processes.
- Direct data cleanup and integrity projects that will benefit the optimal use of the CRM system.

### Engagement & Communication

- Serve as the region's CRM ambassador, with a frequent connection to the global and regional projects.
- Act as a liaison to gather and disseminate best practices, success stories, and lessons learned from other markets and areas of business.
- Facilitate effective communication channels with stakeholders to gather feedback, system requirements and support prioritization.
- Document business processes, fitting business realities to CRM, where possible.
- Support the local management teams to drive adoption, helping to sell the value of Salesforce and its associated processes.



Job ID  
**REF84419M**

Location  
**Jundiaí**

Leadership level  
**Leading Self**

Job flexibility  
**Hybrid Job**

Legal Entity  
**Continental do Brasil Produtos Automotivos Ltda.**

## Support and Training

- Serve as the primary point of contact for the local Business Key Users in the markets, supporting their queries and issues, escalating complex issues to appropriate teams when necessary.
- Maintain a comprehensive knowledge base to address commonly encountered problems and provide self-help resources for users.
- Ensure Salesforce accurately reflects user's roles in the organization to keep track of employees and licenses allocated.
- Help local Business Key Users conduct training sessions and workshops tailored to the needs of users, ensuring a thorough understanding of Salesforce CRM functionality.
- Collaborate with local Key Users on developing market-specific training materials, documentation, and guides to enhance user adoption.
- Act as the primary point of contact in system testing prior to release, connecting local responsible(s) to test and confirm functionality, where appropriate .

## Your profile

### BASIC

- Bachelor's Degree in Business Administration, Information Technology or related field preferred
- 5+ years of experience in sales, marketing, or related field
- Advanced level of English language skills and effective communicator

### PREFERRED

- Project management and leadership skills
- Experience working with remote/diverse teams
- Broad knowledge processes and/or systems, primarily as related to Sales and Operations

## Our offer

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## About us

Continental develops pioneering technologies and services for the sustainable and connected mobility of people and their goods. Founded in 1871, the technology company provides safe, efficient, smart and affordable solutions for vehicles, machinery, traffic and transportation. In 2021, Continental generated sales of €33.8 billion and currently employs more than 190,000 people in 58 countries and markets. On October 8, 2021, the company celebrated its 150th anniversary. With its premium portfolio of the division of cars, trucks, buses, two-wheelers and special tires, the Tires sector of the group provides innovative solutions in the area of tire technology. Smart products and services related to tires and the promotion of sustainability complete the product portfolio. For specialized dealers and fleet managers, the Tires sector offers digital tire monitoring and management systems, in addition to other services, with the objective of guaranteeing the operation of fleets

and increasing their efficiency. With the supplied tires, Continental makes a significant contribution to safe, efficient and environmentally friendly mobility.

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