

# Marketing Communication Specialist - B2B - Tires

## Ihre Aufgaben

- Marketing Communications Strategy implementation within Region SEE, continuous adjustment and monitoring (corr. KPIs). Point of contact for marketing sales support; strong sales partner; orientation towards sales and customer centricity - participation in channel strategy.
- General coordination & communication of customer marketing activities + ext. communication to partners --> acting as "Trade Marketing Account Manager" (operational face to the customer);
- Development and implementation of promotions, regional and local marketing campaigns (together with the local and regional marketing team) and co-op activities with/for TRADE / OEM AS / CCB partners in the areas of B2B and B2B2C marketing.
- Planning and management of marketing communications budget and marketing accruals (marketing bonus) for TRADE / OEM AS / CCB channels, incl. strong alignment with sales, controlling, finance departments. Proactive participation and active contribution to SEE business development program, including budget management of the area of responsibility.
- Event management - B2B & B2B2C (Continental events + HQ events, e.g. product launches + customer's events) for TRADE / OEM AS / CCB partners. Close cooperation with the entire marketing team marketing colleagues and responsibility for B2B <-> B2C <-> CCB information exchange.
- Participation in online business strategy development + implementation, monitoring of online market players, resulting recommendations for action. Servitization: active contribution during the planning and implementation, in close cooperation with sales.
- Setting and monitoring of suitable KPIs and ROI to ensure the highest possible efficiency of all personal and financial resources used; continuous monitoring of the B2B and B2B2C competitive landscape & Online Business, resulting in recommendations for action.
- ContiShop SEE portfolio management, planning, budget responsibility, maintenance, introduction to B2B customers, overview and reporting, warehouse management, agency cooperation, etc.
- POS (shop concept) visibility development; branding for TRADE / OEM AS / CCB customers' POS; classic print campaigns, innovations; shop design, technical equipment, other.

## Ihr Profil

- Minimum 3 years experience in Marketing or Communication;
- University degree in Marketing, Communication, Human Science or similar;
- Willingness to travel;



Job ID  
**REF84715C**

Arbeitsbereich  
**Marketing & Vertrieb**

Standort  
**Timișoara**

Leadership Level  
**Leading Self**

Job Flexibilität  
**Hybrid Job**

Rechtliche Einheit  
**S.C. Continental Automotive Products S.R.L.**

- Business fluent in English (written and spoken);
- MS Office skills;
- Adobe Creative Suite - basic skills;
- Driving license - cat B;
- Customer relationship oriented and networking skills;
- Presentation skills;
- High level of self-drive;
- Cross country teamworking.

## Unser Angebot

Additional Information:

- 13th salary;
- Performance bonus;
- Christmas & Easter bonus;
- Seniority bonus;
- Flexible working time;
- Competitive salaries & benefits;
- Health & wellness (Life Assurance, Private Health and Dental Insurance, Sport activities, Canteen, 24/7 Helpline with Psychologists etc.);
- Different discounts (tires, glasses, medical, shopping, etc.);
- Relocation bonus for non-Timisoara Residents;
- Professional development opportunities (in Technical and Leadership Areas);
- International Work Environment & Traveling Opportunities.

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## Über uns

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.