

Digital Marketing Specialist

Your tasks

To develop and deliver our digital B2C strategy and to utilise our brand assets to create, improve and maintain valuable and engaging content for all our brands across our B2C and B2B platforms. To improve the brand image, engagement and convert our target group in line with the Marketing objectives.

Digital Marketing

- Responsible for the digital B2B & B2C activity for all brands
- Support the Digital Marketing Manager & Customer Marketing teams in delivering our brand and product messages, through our customers digital channels.
- Ensure our B2C platforms (website, social media, e-marketing) are 'consumer friendly' and reflect the consumers journey.
- Use data driven insights to monitor and optimise digital campaigns, to align with marketing objectives.
- Create digital content campaigns to support traditional marketing campaigns.
- Implement SEO and SEA strategy.
- Support the team in the development of industry leading digital marketing initiatives for our Marketing Communication activities.

Benchmarking and Insights

- Explore forward-thinking digital marketing initiatives from other industries, to differentiate CTG and add value in our customer relationships.
- Uncover consumer insights and deliver innovative digital solutions, to maintain high levels of consumer interaction, that meet the marketing objectives.
- Regular reporting on competitor Digital Marketing activities.
- Evaluate competitors' online customer experience across websites, social media, and digital platforms and provide recommendations for enhancing Continental's online presence.
- Identify, implement and manage marketing automation solutions to streamline marketing processes and personalise user experiences at scale.

Platform Management

- Delivering reports and building dashboards based on key figures, to support marketing team and business stakeholders keep on track with their digital goals.
- Oversee the selection, implementation, and maintenance of locally used marketing platforms and tools (e.g. Email Marketing platforms, Analytics tools, and more)
- Responsible for the maintenance, UX and performance of the UK and Ireland digital platforms (website, CMS, social media, e-marketing platforms)



Job ID
REF84765L

Field of work
Marketing and Sales

Location
Datchet

Leadership level
Leading Self

Job flexibility
Hybrid Job

Legal Entity
Continental Tyre Group Ltd.

Training & Development

- Provide training and support on using marketing technologies and platforms effectively (e.g. creating documentation, conducting training sessions)
- Develop standards, systems and best practices for content creation, distribution, maintenance, content retrieval and content repurposing.

Agency Management

- Manage agency relationships with local technology vendors, service providers, and internal stakeholders, ensuring technologies and platforms meet departments' needs.

Internal Communications

- Ensure Digital Marketing plans are fed into the internal communication process for marketing activities.
- Main contact and liaison for all central & other European/global teams, in relation to Technical Digital Marketing activities.
- Work closely across all UK Marketing Teams & TCS, to ensure consistency & integrated approach.

Budget and Measurement

- Monitor costs and work within budget.
- Sourcing, retention and management of external agencies, incl. briefing, contract management, steering, service level measurement.
- Monitor and tracking of all digital marketing activities and platforms against defined KPI's.

Company Policies

- Follow Continental's Code of Conduct, Compliance policies and operate in accordance with the 8th EU Directive.
- Ensure that all marketing technologies and platforms comply with relevant laws, regulations, data privacy, security, and accessibility. E.g. GDPR.

Your profile

- Ideally hold a professional qualification or degree in marketing or related field

Our offer

- We offer hybrid working, 3 days in the office, 2 days working from home
- Competitive salary and benefits package
- Closing date for all applications: Wednesday 16th July 2025

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