

CN_Senior Social Communication Specialist

Your tasks

Contribute to China marketing by creating social Comms excellence in the fast changing and unique social media landscape; continuously driving consumer preference and engagement with Conti through consumer centric contents and campaigns. Responsible for Conti and 2nd brand official website and social accounts including WeChat (2C & 2B), WeChat video, Weibo, Tiktok, Redbook, Bilibili, and lead agency on both always on content planning & creation and social campaigns. Implement social content & campaign according to MKT & Brand Communication priorities.

To reach to wider TA on social media and turn them into Conti fans through attractive contents and WOM campaigns.

Social Retainer

- Develop social retainer strategy and content planning aligning with MKT priorities.
- Create social content customized for each platform to maximize Social Comms results.
- Responsible for owned platforms daily operation, including but not limited to Conti and 2nd brand WeChat (2C & 2B), WeChat video, Weibo, Tiktok, Redbook, Bilibili etc.
- Keep explore and recommend new online marketing channel to optimize social Comms

Social Campaign

- Lead social campaign to increase Conti SOV and brand preference.
- Supervise agency to set measurable KPI and track closely in every campaign to maximize ROI.

Website Management

- Regular website and intranet content update.
- Website daily maintenance and optimization.



Job ID
REF86057J

Location
Shanghai

Leadership level
Leading Self

Job flexibility
Hybrid Job

Legal Entity
Continental Tires Co., Ltd.

Ad-hoc Project

- Participate and contribute as Social Comms expert, such as IMC campaign support, internal Comms project when in need

Your profile

BA in business or literature.

Excellent in both English and Chinese writing.

Above 3 years experience in social Comms, familiar with Chinese social landscape.

Proven track record on social content creation, accounts operations and social campaign.

Excellent in project & process management.

Rich experience in vendor management and external partner collaboration.

Able to lead social campaigns, and collaborate with other Comms functions to seek their support.

Premium international brand work experience preferred.

Active social player with established personal social brand preferred;

Favor of driving preferred.

Our offer

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About us

大陆集团专业开发前沿性技术与服务，以人和货物运输为着眼点，致力于打造可持续且可联动的交通方式。集团成立于 1871 年，作为一家科技企业，它负责为车辆、机器、交通及运输行业提供安全、高效、智能且经济实惠的解决方案。2022 年，大陆集团实现营收 394 亿欧元，目前在全球 57 个国家和市场地区雇用约 20 万名员工。

轮胎子集团凭借其汽车、卡车、公共汽车、两轮和特种轮胎领域打造的优质产品组合，已成为创新型轮胎技术解决方案的代名词。集团以轮胎与促进可持续发展为着眼点，相应推出了多款智能型产品和服务。针对专业经销商和车队管理商，轮胎子集团在其他服务的基础上，为之打造了数字轮胎监控和轮胎管理系统，从而在保持车队机动性的同时，亦提高了车队效率。凭借其轮胎业务，大陆集团为实现安全、高效以及环保的交通方式做出了重要贡献。