

# CN\_Senior Consumer Marketing Specialist

## Your tasks

### Retail Marketing Promotion Strategy

Develop annual overall B2C marketing strategy and planning according to branding theme, whole year campaign roadmap, proactive strategic proposals for driving business opportunities

Execute creative solutions related to retail marketing needs (in-store communication / Product Imagery/ services), from briefing to design, planning, production and distribution.

Budget control

### Retail Empowerment program

Initiate retail empowerment project such as Tiktok /Gaode activities to drive sales.

Design activity mechanism and project lead to implement nationwide.

Area activity such as Winter tire tiktok competition activities.

Product focused promotion i.e. Sporty tire promotion.

### Retail focused activity

Initiate project with retail, sales, brand marketing and vendor

Well organized preparation and communication with stakeholders

Coordinate different teams like retail, brand marketing, sales to ensure the achievement of efficiency and effectiveness of retail excellence

Track and monitor KPIs to drive sell-out growth on retail level and brand performance to ensure consistent excellence across the retail network.

### B2C Promotion

Analyze current market situation with pricing, intelligence, produce, O2O etc functions to develop practical promotion scheme

Communication between sales and vendors timely to fix consumers' issue



Job ID  
**REF87586P**

Location  
**Shanghai**

Leadership level  
**Leading Self**

Job flexibility  
**Hybrid Job**

Legal Entity  
**Continental Tires Co., Ltd.**

Implement B2C Promotion and review result

Retail excellence solution

Retail buyin and sell out drive sales

Role model City/Store

Support cross project retail related topic i.e. Worryfree/ Sales PK match

## **Your profile**

College degree or equivalent preferably sales or channel marketing background

Good in English and communication

3-5 years working experience in tire industry

Excellent communication knowledge with sales

Vendor management experience

Advanced experience in cooperation with sales and retailers is a plus

Team working experience

Muliti-international company working or cooperation experience is a plus

## **Our offer**

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

## **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。

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