

Team Lead Marketing Communication (m/f/d) ContiTrade - REF87875S

Your tasks

You believe in communication that inspires **and delivers measurable results?**

As Team Lead Marketing Communication (m/f/diverse), you will shape our brand voice – strategically, creatively and performance-driven.

Together with your team, you design campaigns that not only strengthen our brand but also drive customer acquisition and growth.

Your mission:

- Develop and implement a clear communication and performance strategy that translates business goals into powerful messages and impactful campaigns
- Lead and inspire a team of communication professionals, ensuring our brand voice is consistent, engaging and distinctive
- Plan and manage cross-channel campaigns – from social media and PR to paid media – to maximize reach, generate leads and win new customers
- Analyze data and KPIs, optimize continuously and ensure every campaign achieves maximum impact
- Identify trends and innovations in marketing & communication and integrate them into our strategies to keep our brand relevant and forward-looking

If you want to not only manage communication, but **truly shape and scale it for success** – this is your opportunity.

Your profile

- A degree in Marketing, Communications, or a related field – advanced degrees or relevant certifications are a strong advantage
- Solid experience in marketing communication with a proven track record of leading successful campaigns
- Strong leadership skills with the ability to build, coach and develop high-performing teams
- Excellent project management abilities, attention to detail and a structured way of working
- Proficiency in digital marketing tools and modern technologies
- Fluency in both German and English, written and spoken
- Outstanding written and verbal communication skills with a strong sense for language and impact
- In-depth knowledge of current marketing trends, best practices and channels (digital, print, social media, PR)
- Strategic mindset with the ability to turn ideas into actionable plans
- Experience working in a fast-paced, dynamic environment

Applications from severely handicapped people are welcome.



Job ID
REF87875S

Field of work
Marketing and Sales

Location
Hanover

Leadership level
Leading People

Job flexibility
Hybrid Job

Contact
Torben Schilke

Legal Entity
Continental Reifen Deutschland GmbH

Our offer

- **Attractive Compensation:** You will receive a salary aligned with the collective agreement of the chemical industry. It's transparent, fair and designed to support your long-term financial stability. We recognize special qualifications and experience with the option of compensation exceeding the collective agreement
- **Time to Recharge That Truly Counts:** Enjoy 30 days of paid vacation each year to rest, recharge and maintain a healthy work-life balance.
- **Career with Perspective:** We support your growth through tailored training opportunities and diverse career development paths.
- **Flexibility That Fits Your Life:** Whether you prefer remote work, part-time models, flexible hours, or sabbaticals - you have the freedom to shape your work around your lifestyle.
- **Limitless Opportunities:** As an EU citizen, you can work remotely from another EU country for up to 40 days per year, giving you more freedom and international flexibility.
- **Secure Your Future:** Our company pension plan helps you invest in your financial security today for a more stable tomorrow.
- **Exclusive Employee Perks:** Take advantage of attractive discounts, special conditions and a wide range of employee benefits.
- **Stay Fit - Nationwide:** With discounted access to sports facilities via Hansefit, you can stay active wherever you are.
- **Family-Friendliness That's Lived:** We offer a variety of programs and services to help you balance your professional and family life.
- **A Work Environment That Embraces Diversity:** Experience a diverse and international workplace while collaborating with colleagues across our global locations.

Network with our Recruiter [Torben Schilke](#).

[Diversity, Inclusion & Belonging](#) are important to us and make our company strong and successful. We offer equal opportunities to everyone - regardless of age, gender, nationality, cultural background, disability, religion, ideology or sexual orientation.

Sie wollen mit uns Gas geben? Starten Sie durch und bewerben Sie sich jetzt!

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 2024, Continental generated preliminary 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.

ContiTrade is the strategic retail arm of the Continental Tire business in Europe. It's business purpose is to facilitate access to the respective markets & leverage Trade opportunities in Europe, the Middle East & Africa (EMEA). The scope of the ContiTrade business ranges from selling tires to complete fleet management via tires, tire services and vehicle services, through approximately 600 equity stores and 2,300 franchise and network partners. The business scope includes sales to end consumers, business and fleet customers, wholesale and as a service partner to Continental, as well as other major tire brands. This is done physically in branches and on the road, as well as through e-commerce platforms.