

Product Marketing Analyst - Aftermarket & Hydraulic Hose

Tus actividades

HOW YOU WILL MAKE AN IMPACT

We are seeking a dynamic and strategic Product Marketing Analyst - Aftermarket & Hydraulic Hose to join our team. In this critical role, you will be responsible for developing, leading, and executing a comprehensive marketing and communications strategy designed to strengthen our position in the aftermarket segment while supporting the goals and initiatives set forth by Product Management.

This role goes beyond traditional marketing; you will be the driving force behind crafting compelling narratives, targeted campaigns, and customer-focused programs that elevate our brand presence, promote product adoption, and generate sustained growth across all aftermarket product lines. Additionally, you will oversee and coordinate the marketing efforts for our hydraulics portfolio, ensuring alignment and integration across multiple business segments and distribution channels.

As a key liaison between Product Management, Sales, and external partners, you will transform technical product information into clear, persuasive messaging that resonates with target audiences. Your strategic thinking, creative problem-solving, and ability to balance long-term vision with day-to-day execution will be essential as you translate market needs into actionable marketing initiatives.

This is a unique opportunity to shape the voice and visibility of an industry-leading product portfolio, drive market engagement, and strengthen partnerships with both internal and external stakeholders.

Key Responsibilities

- Develop, implement, and manage a strategic marketing and communications plan that supports business objectives for the aftermarket segment and aligns with the direction of Product Management.
- Serve as the lead marketing strategist for the full aftermarket product portfolio, ensuring brand consistency and relevance in all customer-facing materials.
- Create, coordinate, and execute multi-channel marketing campaigns that drive brand awareness, product positioning, and lead generation.
- Develop and manage targeted marketing initiatives for the hydraulics product line, spanning multiple market segments and geographic regions.
- Collaborate cross-functionally with Product Management, Sales, Engineering, and Digital teams to ensure product launches, promotions, and campaigns are effectively executed and meet market expectations.
- Oversee the development of sales enablement tools including brochures, presentations, training materials, and digital assets to



Job ID

REF87898H

Área de trabajo

Marketing y Ventas

Ubicación

San Luis Potosí - Contitech

Nivel de liderazgo

Autoliderazgo

Flexibilidad laboral

Trabajo Presencial

Nombre de contacto

Carolina Díaz de León

Unidad jurídica

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de C.V.**

support distributor and customer success.

- Analyze market trends, customer insights, and competitive intelligence to shape marketing strategy and adjust tactics as needed.
- Develop compelling content for both internal and external communications, including case studies, newsletters, website updates, social media, and trade media publications.
- Plan and manage participation in industry trade shows, customer events, and promotional activities, ensuring brand excellence and engagement.
- Establish metrics to monitor and measure the success of campaigns and continuously refine strategies for greater impact and efficiency.
- Act as a brand steward, ensuring adherence to corporate identity and trademark guidelines across all communication channels and touchpoints.

Tu perfil

WHAT YOU BRING TO THE ROLE

- Bachelor's degree in marketing, communications, business administration, or a related field.
- Minimum 2-years of experience in marketing, communications, or product marketing, preferably within the industrial, manufacturing, or automotive aftermarket sectors.
- Demonstrated experience creating and executing comprehensive marketing strategies, including product launches, brand campaigns, and lead generation efforts.
- Strong writing, editing, and storytelling skills – capable of translating complex technical information into clear and engaging content.
- Proven ability to manage multiple projects simultaneously while maintaining attention to detail and meeting deadlines.
- Proficiency with digital marketing platforms, content management systems, and marketing automation tools.
- Excellent collaboration and communication skills, with experience working in cross-functional environments.
- Advanced level of English - B2,C1 interview will be in English

ADDITIONAL WAYS TO STAND OUT

- Masters degree in Marketing, Communications, or related field.
- Experience working with global teams and multi-segment marketing strategies.
- Familiarity with hydraulic systems, fluid conveyance products, or the aftermarket distribution landscape.
- Strong analytical skills, with the ability to translate data into actionable insights.
- Creative mindset with a passion for continuous learning, innovation, and professional growth.

Lo que ofrecemos

At Continental we are committed to building an inclusive and discrimination-free ecosystem in Mexico, these principles are rooted in our corporate philosophy and culture. Therefore, it is totally forbidden to request a pregnancy or HIV test as part of our selection processes.

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

Acerca de nosotros

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.