

Social Media and Content Specialist

Your tasks

The Role

- To deliver the content and social plan across our digital channels in line with agreed marketing objectives (all business units)
- Responsible for creating engaging content for use by our B2B partners (All business units)
- Management of all our social media channels across all brands
- Day to contact for all associated agencies supporting our content and social media activities
- Day to day contact for our EMEA content marketing team
- Create and provide brand assets and content for digital marketing plans
- Develop and maintain content and social media updates for all brand / company presentations for internal & external use
- Responsible for key second line brands - content review, social media delivery, website updates and supporting specific retailers with adhoc projects
- Develop B2C / B2B and End User digital marketing initiatives that support the marketing objectives, eg. promotions, direct mail, newsletters, etc.
- Create and deliver content via Marketing Cloud for all B2B and B2C Newsletters
- Work with other marketing departments to steer content production to fit with the overall content plan
- Work with PR team to support with content and distribution on Continentals LinkedIn channel
- Work with Brand & Partnerships team to ensure our channels support any brand events taking place (e.g Continental School cup)
- Work with Brand & Partnerships team to agree and deliver a content plan for all of our digital channels for any relevant brand event.
- Responsible for brand identity, adherence to guidelines and tonality across all CTG websites and social media channels, ensuring all content and social media activities are on-brand, consistent in terms of style, quality and tone of voice across all relevant platforms
- Assist team in ensuring all social media and content plans are fed into the internal communication process for marketing activities
- Work closely across all marketing teams to ensure consistency & integrated approach
- Monitor costs and work within budget set by Digital Marketing Manager
- Management of external agencies, incl. activity briefing, steering, service level measurement
- Monitor effectiveness of all content and social media activities according to agreed KPI's to measure performance.
- Work with BI Analyst to provide reporting on effectiveness of CTGs content and social media activities as well information on competitor activities



Job ID
REF88708Q

Location
Datchet

Leadership level
Leading Self

Job flexibility
Hybrid Job

Legal Entity
Continental Tyre Group Ltd.

Your profile

The successful candidate will have:

- Good understanding of the full marketing mix
- Possess a professional qualification in marketing or related field is an advantage
- Proven experience in Brand / Consumer Marketing, asset and content development
Agency management experience
- Excellent writing skills in English, proof reading & attention to detail
- Strong Presentation and inter-personal skills
- Ability to successfully manage multiple work streams / projects simultaneously
- Proactive, innovative and able to take the initiative

Our offer

- The role is based at our offices in Botanica, Ditton Park, Datchet, Slough
- Applicants must have the right to work in the UK, sponsorship will not be offered for this role.
- We operate a hybrid working (3 days in the office 2 working from home)
- The closing date for the role is 21st October 2025 @12pm. Please ensure all applications are submitted prior to this date and time.
- It is planned that Teams interviews will take place on either 23rd or 24th October 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 2024, Continental generated 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.