

Event Marketing Specialist - Truck Tire

Your tasks

HOW YOU WILL MAKE AN IMPACT

SG 10, 11

Plans and executes marketing events, such as trade shows, customer related events. Coordinates logistics, including registration and attendee tracking, presentation and materials support and pre and post-event evaluations. Procures and coordinates vendor services and promotional products/items. Coordinates facility, exhibit setup, equipment and catering requirements. Provides onsite event support. May research potential event locations and evaluate alternatives.

Responsibilities include but not limited to:

Collaborative Event Execution

- Partner with the Marketing Events Manager to support the planning and execution of Truck Tire Marketing activities, including trade shows, customer events, and Mobile Marketing Tours.
- Supports logistical coordination, including vendor setup/communications, travel arrangements, promotional materials, and on-site support to ensure successful delivery of brand experiences.
- Communicate event details to internal and external stakeholders via email and event management system
- Creates and distributes promotional materials and invitations to support key messaging and enhance communication
- Works closely with branding and communications team to ensure alignment of creative assets and key messaging with overall event objectives.
- Contribute to post-event evaluations and reporting to measure impact and identify areas for improvement.

Hotel & Venue Coordination

- Reserve hotel accommodations for attendees and guests, including meeting space, food and beverage, internet, audio-visual needs, and parking.
- Contact hotels and venues, facilitate contract negotiation process under direction of Events Manager and corporate guidelines.

Travel & Transportation Management

- Plan and coordinate all transportation needs including airport transfers, group buses, and individual pickups. Follow all corporate guidelines for procurement, vendor set up, and payment.
- Dining & Entertainment Arrangements
- Book restaurants and entertainment venues aligned with event schedules and attendee needs.



Job ID

REF88730T

Location

Fort Mill

Leadership level

Leading Self

Job flexibility

Hybrid Job

Legal Entity

Continental Tire the Americas, LLC

- Organize social activities based on event scope and objectives.

Event Registration & Website Management

- Utilize Cvent and other registration platforms to set up and manage registration for both customer-facing and internal events.
- Research, recommend, and implement additional tools to enhance registration execution and attendee experience.
- Build and maintain event registration websites for internal and external audiences, collaborating with IT for enhancements and new functionalities.
- Serve as the primary point of contact for all registration-related inquiries and website support.
- Manage ongoing website updates, email reminders, and event-related communications.
- Provide regular reporting on registration metrics, including attendance tracking and engagement insights throughout the registration lifecycle.

Procurement & Administrative Coordination

- Work within corporate procurement guidelines to source and secure event locations, promotional materials, trade show booth space, and other event-related services.
- Coordinate with internal departments to ensure timely approvals through Continental systems and processes.
- Maintain accurate documentation for all procurement activities, including contracts, purchase orders, and vendor communications.
- Support administrative functions related to event planning, including budget tracking, invoice processing, and compliance with internal policies.

Promotional Item Management

- Identify, evaluate, and select promotional items for both customer-facing and internal events, ensuring alignment with brand standards and event objectives.
- Collaborate with vendors and internal stakeholders to source high-quality, cost-effective merchandise.
- Manage inventory, ordering, and delivery timelines to ensure promotional items are available and distributed appropriately for each event.

Your profile

WHAT YOU BRING TO THE ROLE

- Bachelor's Degree and 2+ years of related professional experience OR 5+ years of related professional experience if no Bachelor's Degree
- 2+ years of experience executing high-end customer events and activations.
- Hands-on experience with trade show logistics, display layout, and marketing execution.

- Strong problem-solving skills in dynamic event environments.
- Ability to manage administrative tasks and internal systems effectively.
- Proficiency in event platforms (e.g., Cvent), Microsoft Office, and CRM tools.
- Able to travel up to 50% with majority of travel occurring January - June.
- Continental is not able to pay relocation expenses for this opportunity.
- Legal Authorization to work in the US is required. We will not sponsor individuals for employment visas now or in the future for this job opening.

ADDITIONAL WAYS TO STAND OUT

- Bachelor's Degree and 5+ years of related professional experience OR 10+ years of related professional experience if no Bachelor's Degree
- Excellent negotiation skills for venues and hotels.
- Minimum 10 years of professional experience without a relevant degree.

Our offer

THE PERKS

- Immediate Benefits
- Robust Total Rewards Package
- Paid Time Off
- Volunteer Time Off
- Tuition Assistance
- Employee Discounts, including tire discounts
- Competitive Bonus Programs
- Employee 401k Match
- Diverse & Inclusive Work Environment with 20+ Employee Resource groups.
- Hybrid Work
- Employee Assistance Program
- Future Growth Opportunities, including personal and professional
- And many more benefits that come with working for a global industry leader!

EEO-Statement:

EEO / Disabled / Protected Veteran Employer. Continental offers equal employment opportunities to all qualified individuals, without regard to unlawful consideration to race, color, sex, sexual orientation, gender identity, age, religion, national origin, disability, veteran status, or any other status protected by applicable law. In addition, as a federal contractor, Continental complies with government regulations, including affirmative action responsibilities for qualified individuals with a disability and protected veterans, where they apply. To be considered,

you must apply for a specific position for which Continental has a current posted job opening. Qualifying applications will be considered only for the specific opening(s) to which you apply. If you would like to be considered for additional or future job openings, we encourage you to reapply for other opportunities as they become available. Further, Continental provides reasonable accommodations to qualified individuals with a disability. If you need assistance in the application process, please reply to Careers@conti-na.com or contact US Recruiting at 800-821-2727. This telephone line and email address are reserved solely for job seekers with disabilities requesting accessibility assistance or an accommodation in the job application process. Please do not call about the status of your job application, if you do not require accessibility assistance or an accommodation. Messages left for other purposes, such as following up on an application or non-disability related technical issues, will not receive a call back.

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

About us

THE COMPANY

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.

Are you ready to shape the future with us?