

Marketing Communications Manager

Descrição da função

We are looking for a **Marketing Communications Manager** to strengthen our Industrial Solutions EMEA business area. This position is responsible for driving **strategic marketing programs** for our **distribution** and **automotive aftermarket channels**. The focus lies on developing frameworks and steering initiatives in close collaboration with **Key Account Management**, **central communications**, and **regional sales teams**. The role is not about content production or event execution, but about providing **strategic direction, coordination, and measurable impact**.

Your Responsibilities

- Develop and manage the **Marketing and Promotion Program** for **key account partners** in close alignment with Key Account Management
- Provide **strategic marketing planning** support for key account activities and drive regional roll-outs
- Steer and coordinate **central and regional trade marketing campaigns** for distribution and automotive aftermarket channels
- Design and manage the **automotive aftermarket marketing bonus strategy** to strengthen **customer loyalty** and **channel effectiveness**
- Define **KPIs**, track performance, and prepare reporting for management and stakeholders
- Ensure **alignment with ContiTech Group Sector Communications** and other regional business areas
- Represent Industrial Solutions EMEA in **councils, associations, and cross-functional working groups**

Requisitos

- Degree in **Marketing, Communications, Business Administration**, or related field
- At least **5 years of experience in B2B marketing or trade marketing**, ideally in industrial products or technical distribution channels
- Strong background in **marketing program development** and **channel marketing strategy**
- Proven skills in **KPI management** and **performance reporting**
- Excellent **stakeholder management** and communication abilities



Identificação da vaga
REF88793S

Área funcional
Marketing and Sales

Local
Timișoara

Nível de liderança
Leading Self

Modalidade de trabalho
Hybrid Job

Pessoa jurídica
ContiTech Thermopol Romania S.R.L.

- Fluent in **English**, German or other European languages are a plus
- Willingness to **travel across EMEA** for meetings, councils, and strategic workshops

O que oferecemos

We want our employees to do well with us. That's why we offer them not only an exciting job in an international technology group, but also numerous additional offers such as flexible and hybrid working, sabbaticals and other benefits.

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Quem somos

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.

The ContiTech group sector develops and manufactures, for example, cross-material, environmentally friendly and intelligent products and systems for the automotive industry, railway engineering, mining, agriculture and other key industries. Guided by the vision of “smart and sustainable solutions beyond rubber,” the group sector draws on its long-standing knowledge of the industry and materials to open up new business opportunities by combining various materials with electronic components and individual services.