

# Customer Marketing Strategy Manager (Marketing KAM)

## Your tasks

### HOW YOU WILL MAKE AN IMPACT

Are you ready to shape the future of marketing and communications for two iconic brands? We are on the hunt for a dynamic Marketing Key Account Manager to partner with our customers to align marketing efforts and use of co-op marketing funds. In this pivotal role, you will collaborate with our Customers, Internal Marketing and Sales Key Account Managers to ensure that co-op funds are effectively utilized to build brand awareness, drive sales, and strengthen partner relationships.

We are looking for a leader who thrives and will support a collaborative, creative, and positive environment. You should excel at customer service, multitasking, prioritizing, and maintaining high standards under pressure.

This role becomes the bridge between Sales and Marketing, ensuring customers use their marketing funds effectively and in ways that strengthen our commercial impact. It brings structure, strategy, and consistency to an area that today feels fragmented and reactive. By guiding customers toward higher ROI marketing activities, it directly accelerates sell-out, brand visibility, and loyalty.

This role empowers our sales team with clear marketing programs, tools, and insights, improving customer conversations and strengthening partnerships. Ultimately, this role transforms marketing dollars from “spend” into strategic growth investments, making it a powerful driver of competitive advantage.

### Core Responsibilities:

- **Program Management**
  - Manage the operations of the customer marketing program, including planning, guidelines, submissions and approvals.
  - Serve as the primary liaison between internal teams and external partners regarding campaign execution and brand guidelines.
- **Campaign Development**
  - Guide partners in developing annual plans and campaigns to drive sales (digital, social, events, etc.).
  - Ensure brand standards and messaging consistency across all partner marketing activities.
  - Align partner investment strategies with corporate strategies to achieve efficiencies
- **Analytics & Reporting**
  - Track spend, ROI, and performance of funded campaigns.
  - Provide insights and recommendations to optimize program effectiveness.
- **Partner Enablement**
  - Educate and support channel partners on how to access and



Job ID

**REF89319G**

Field of work

**Marketing and Sales**

Location

**Fort Mill**

Leadership level

**Leading Self**

Job flexibility

**Hybrid Job**

Legal Entity

**Continental Tire the Americas, LLC**

leverage funds effectively.

- Collaborate with sales teams to maximize partner engagement and ensure alignment with business goals.
- **Compliance & Governance**
  - Partner with Sales Key Account Manager to maintain program documentation and ensure adherence to co-op guidelines, budget allocation, and financial accountability.
- **Additional Responsibilities:**
  - Forge and nurture strong connections with partners, internal marketing, sales and agencies.
  - Adapt and innovate marketing strategies and tactics to stay ahead in the ever-changing marketing landscape.

## **Your profile**

### **WHAT YOU BRING TO THE ROLE**

- Bachelor's Degree in Marketing, Business, Communications or related field
- 5+ years experience in marketing program management, channel marketing, or partner marketing
- 2+ years experience in digital marketing
- Experience developing and managing significant budgets
- Strong project management skills with the ability to manage multiple stakeholders and deadlines
- Ability to work within a corporate environment while pushing for new creative ideas
- Ability to listen and work collaboratively with customers & team members from various functions
- Relationship oriented
- Self-motivated with a passion to win
- Gage consumers, business partners and cross functional teams
- Understanding of marketing KPI's and analytics
- Excellent, professional verbal and written communication skills
- Analytical mindset with experience in reporting and program optimization
- Excellent communication, presentation, and relationship-building skills
- Can offer a relocation package if needed
- Legal authorization to work in the U.S. is required. Continental is only able to offer visa support for internal individuals who currently hold an existing valid employment visa.

### **ADDITIONAL WAYS TO STAND OUT**

- Experience with franchise/Co-Op marketing models
- 7+ years experience in marketing program management, channel marketing, or partner marketing

## **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](mailto: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**

Continental is a leading tire manufacturer and industry specialist. Founded in 1871, the company generated sales of €39.7 billion in 2024 and currently employs around 95,000 people in 54 countries and markets.

Tire solutions from the **Tires group sector** make mobility safer, smarter, and more sustainable. Its premium portfolio encompasses car, truck, bus, two-wheel, and specialty tires as well as smart solutions and services for fleets and tire retailers. Continental has been delivering top performance for more than 150 years and is one of the world's largest

tire manufacturers. In fiscal 2024, the Tires group sector generated sales of 13.9 billion euros. Continental's tire division employs more than 57,000 people worldwide and has 20 production and 16 development sites.