

Product Marketing Analyst - Aftermarket & Hydraulic Hose

Ihre Aufgaben

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
REF89771K

Standort
Fairlawn

Leadership Level
Leading Self

Job Flexibilität
Hybrid Job

Rechtliche Einheit
ContiTech USA, Inc.

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.

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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.
- Legal authorization to work in the U.S. is required. We will not sponsor individuals for employment visas now or in the future for this job posting.
- No relocation assistance is offered for this position.

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.

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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.

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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 2023, Continental generated sales of €41.4 billion and currently

employs around 200,000 people in 56 countries and markets.

ContiTech is one of the world's leading industry specialists. The Continental group sector offers its customers connected, environment-friendly, safe, and convenient industry and service solutions using a range of materials for off-highway applications, on rails and roads, in the air, under and above the ground, in industrial environments, for the food sector and the furniture industry. With about 42,000 employees in more than 40 countries and sales of some 6.8 billion euros (2023), the global industrial partner is active with core branches in Asia, Europe and North and South America.

Are you ready to shape the future with us?