

# Senior Brand Communication Specialist

## Responsabilități

This position is responsible for developing, building, and managing brand image across APAC markets. Working closely across different markets and stakeholders to help execute and implement brand communications strategy to increase brand awareness, create conversion into consideration, or generate loyalty. This position assists the Head of PR and Communication APAC in brand management and campaign creation with strong focus on social and digital media.

### -Brand Owner

Brand owner for Continental brand & second-line brands

Maintain brand integrity across all company marketing initiatives and communications

### -Campaign Creation

Assist to execute best-in-class campaigns and programs from inception through delivery to achieve business objectives.

Work with in-market MarComms teams to align and ensure usage, adaptation, and execution in local markets.

Develop tools and methods to measure campaign KPIs and effectiveness

### -Social Media & Digital Media

Assist to develop and execute social media strategy for APAC markets

Engage agency resources in the creation of monthly and ongoing social/digital content for APAC page & local market adaptation

Curate content from global/EMEA markets and across APAC markets to adapt and share within other APAC markets

Execution of digital media buy on key social media platforms and additional relevant platforms

Best practise sharing across APAC and global teams, ie, through APAC Social Media Committee and represent APAC in global Social Media Meetings

Provide social listening and reporting tools to markets

Assist to organize external training resource to level up in-market digital media competency



Job ID  
**REF89966Y**

ID poziție  
**Marketing & Vânzări**

Domeniul de activitate  
**Shanghai**

Nivelul de Leadership  
**Leading Self**

Flexibilitatea programului de lucru  
**Onsite Job**

Persoana de contact  
**Ariel Shen**

Persoană juridică  
**Continental Tires Co., Ltd.**

## **-Website Management**

## **- Assets Management**

Key User for CCC platform, uploading assets and helping local market users to navigate the platform

Ensuring brand assets are uploaded to appropriate platforms and notify local markets as appropriate

## **-Online & Internal Communication**

Support internal communication initiatives to provide APAC content for internal channels

## **-Global Project Management & Implementation**

Participate in regional and global project teams as required

Enhance visibility of APAC MarComms activities within the global Marketing community

## **-Asset Creation**

Assist in creating additional assets such as product communications, ad hoc requests by markets, etc.

## **Cerințe**

BA in business or literature.

Excellent in both English and Chinese writing. Good in Korean, Japanese will be a plus.

Above 3 years experience in social Comms, familiar with APAC social landscape.

Proven track record on social content creation, accounts operations and social campaign.

Excellent in project & process management.

Rich experience in vendor management and external partner collaboration.

Able to lead social campaigns, and collaborate with other Comms functions to seek their support.

Premium international brand work experience preferred.

Active social player with established personal social brand preferred;

Favor of driving preferred.

## **Oferta noastră**

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

application.