

## Senior Brand Communication Specialist

### 工作职责

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.

### 职位要求

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.

### 我们可以提供

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



职位号码

**REF89966Y**

所在地

**Shanghai**

领导力级别

个人贡献者

工作场所灵活度

现场办公

法律实体名称

**Continental Tires Co., Ltd.**