

Social Media Specialist

Your tasks

THE POSITION

SG 10/11

We are seeking a passionate and strategic Social Media Specialist with 2+ years of experience to drive our brand presence across digital platforms. The ideal candidate thrives at the intersection of content, culture, and community, bringing creativity and data-driven insights together to deliver engaging campaigns. A strong background in motorsports or automotive culture is essential to authentically connect with our fans and customers.

The preference for this position is to be based at our Lakeville, IN location, but we will also consider candidates in the Charlotte/Fort Mill Area.

KEY RESPONSIBILITIES

Key Responsibilities

Social Media Strategy & Management

- Develop and execute comprehensive social media strategies across paid and organic channels to grow brand awareness, engagement, and community.
- Manage day-to-day publishing, monitoring, and community engagement across all Hoosier social platforms.
- Develop and manage social media strategies for executive leadership profiles to enhance thought leadership, industry presence, and brand alignment.
- Oversee paid social campaigns, including audience targeting, creative direction, budget allocation, and performance optimization.
- Ensure a consistent voice, look, and feel across all digital touchpoints.

Content Development & Partnerships

- Lead content planning and creation in collaboration with internal teams and external partners, ensuring messaging resonates with racing and automotive audiences.
- Partner with influencers, drivers, and industry stakeholders to amplify content and expand brand reach.
- Travel up to 30% to attend races, events, content shoots, or brand activations for real-time content capture and on-site social coverage.

Analytics & Optimization

- Leverage analytics tools to track KPIs, measure campaign success, and provide actionable insights for continuous improvement.
- Identify emerging trends, platforms, and cultural moments to position the brand as an innovative leader in motorsports.



Job ID
REF90944R

Field of work
Marketing and Sales

Location
Fort Mill

Leadership level
Leading Self

Job flexibility
Hybrid Job

Legal Entity
Hoosier Racing Tire Corp.

- Track and analyze social-driven website traffic using analytics tools, applying insights and A/B testing to refine content, boost engagement, and improve conversions.

Digital Campaigns & Website Management

- Collaborate across teams to deliver integrated digital campaigns supporting e-commerce, recruitment, and brand awareness.
- Maintain and update website content aligned with campaigns, events, and brand messaging, ensuring consistency with social media and optimizing for SEO and sharing.

Your profile

WHAT YOU BRING TO THE ROLE

- Bachelor's Degree
- 2+ years experience years of professional experience in social media management, strategy, and campaign execution.
- Ability to travel up to 30%
- Proven track record of managing both organic and paid social media programs.
- Strong understanding of automotive/motorsports culture and the ability to authentically communicate within that space.
- Proficiency with social media analytics tools (Meta Business Suite, Sprout Social, Hootsuite, Google Analytics, etc.).
- Excellent communication, copywriting, and storytelling skills.
- Ability to thrive in a fast-paced, deadline-driven environment with strong attention to detail.
- Experience collaborating cross-functionally with creative, marketing, and external partners.
- Legal Authorization to work in the US or Canada is required. We will not sponsor individuals for employment visas now or in the future for this job opening.

ADDITIONAL WAYS TO STAND OUT

- 5+ years of professional experience in social media management, strategy, and campaign execution.
- Background in brand building and growing engaged online communities.
- Experience working with brands, sponsorships, events, or racing teams.
- Knowledge of short-form video trends and best practices (TikTok, Reels, Shorts).
- Graphic design or video editing skills, a plus.
- Experience using HubSpot and Adobe Creative Suite, a plus.

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
- Employees 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.

About us

Company Description

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.

Hoosier Racing Tire, the largest race tire manufacturer in the world, has continually promoted passion, pride, and success in the racing industry since 1957. Based in Plymouth, Ind. their state-of-the-art facility, including a fully integrated technology and R&D center, is solely dedicated to engineering, designing, supporting, and manufacturing the over 1,000 different types of racing and high-performance tires currently produced. Instilled with the heritage of champions, Hoosier utilizes a model sales and distribution network to deliver winning results globally. Hoosier Racing Tire is a 100% subsidiary of Continental AG.

Our Lakeville, IN location is seeking a Business Manager to join our team. This position is ideal for a highly motivated, detail-oriented individual with excellent communication skills. The role follows a hybrid work model, with the option to work remotely up to 8 days per month.

Are you ready to shape the future with us?