

# PR & Product Communications Manager

## Tus actividades

This position assists the Head of Marketing Comms APAC in product communication, including campaigns, paid media and event creation with a strong focus on PR and media. He/she is responsible for working closely across different markets and management stakeholders to develop and implement PR strategy to increase media coverage and build company reputation. With additional responsibility in product communications for B2B and second line brands.

## Brand Owner

Brand owner for Continental brand & second-line brands  
Maintain brand integrity across all company marketing initiatives and communications

## Product Communication; Strategy & Execution

Lead, create, and execute product communication strategy in APAC to create and maintain a favorable brand image for Continental in APAC

Collaborate with APAC and Global Product and Digital Solutions teams to develop or adapt product (product factbook, factsheet) and communications (key visuals, videos, etc) materials for new products

Comms owner to develop and create second-line product communications materials

Build senior management PR profile in relevant PR media and social channels

## 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

## Online Internal Communication

Owner for APAC Internal Communications editorial planning and release

Support global internal communication initiatives to provide APAC topics to enhance visibility of regional activities

## PE Comms & Spending

Manage the PE Comms budget in related spending projects and activities

Liaise with Controlling team to ensure spending is on track



Job ID  
**REF91371F**

Área de trabajo  
**Marketing y Ventas**

Ubicación  
**Shanghái**

Nivel de liderazgo  
**Liderando Gente**

Flexibilidad laboral  
**Onsite Job**

Nombre de contacto  
**Ariel Shen**

Unidad jurídica  
**Continental Tires Co., Ltd.**

## **Global Project Management & Implementation**

Participate in regional and global project teams as required  
Key user for global tools  
Enhance visibility of APAC MarComms activities within the global PR & Marketing community

## **Media Tests**

Develop and support APAC markets build up media testing capacities  
Work with R&D and product management team to develop testing programs and work with in-market team to execute

## **Brand Health Track**

work closely with markets and global marketing team to track brand awareness in the region

## **Tu perfil**

University or Master's Degree in Business, Marketing, Public Relations, Journalism, Communications or a related discipline.  
Understanding of the tire industry or automotive aftermarket industry a plus.

8+ years experience in Marketing roles in similar industries or agencies  
5+ years of PR / Media with proven track record required

Additional experience in other disciplines and functions a plus

Strong project management.  
Ability to inform and influence key stakeholders.  
Strong in execution, ability to work with cross-functionally

Deliver passion and commitment to steer peers and influence without authority.  
Have managed and led projects on regional and global levels.

English native (written and spoken)  
Chinese or other Asian language or cultural knowledge a plus.  
International working experience is a must.

## **Lo que ofrecemos**

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

## **Acerca de nosotros**

The Business Area Tires offers the perfect tires for a wide range of different applications - from cars, trucks and buses to special vehicles, bicycles and motorcycles. Through continuous investment in Research & Development, Continental makes a major contribution to safe, cost-effective and ecologically efficient mobility. The portfolio of the Business Area Tires includes services for the tire trade and for fleet applications, as well as digital management systems for tires.