

Brand Communication Manager APAC

工作职责

This position is responsible for developing, building, and managing brand image across APAC markets. Working closely across Global headquarter, APAC markets and different stakeholders to implement brand communications strategy to increase brand awareness, create conversion into consideration, or generate loyalty.

This position assists the Head of Marketing Comms APAC in brand management, content creation and campaign execution

Brand Owner

Brand owner for Continental brand & second-line brands

Maintain brand integrity across all company marketing initiatives and communications Campaign Creation

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

Work with Global MarComms teams for global campaign adaptation and share the APAC voice to the global platforms.

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

Website Management

Ensure website 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

Product Communication

Responsible for the new product go-to-market package, including Product factbook, videos, technical materials PE Communication & Spending

Manage the PE Comms budget for BU Marketing and individual markets on a monthly basis

Liaise with Controlling team to ensure programme milestones related to marketing & communications are achieved on time and within budget.



职位号码

REF91371F

工作职能

市场营销与销售

所在地

Shanghai

领导力级别

领导团队

工作场所灵活度

现场办公

招聘专员

Ariel Shen

法律实体名称

Continental Tires Co., Ltd.

Online & internal communication

Support internal communication initiatives to provide APAC content for internal channels (intranet, Newsletter). Global Project

Participate in regional and global project teams as required

Enhance visibility of APAC MarComms activities within the global Marketing community

Brand Health Track

Support markets for a yearly Brand Health Track to help markets stay updated with the brand positioning in the market.

职位要求

University Degree, preferably in Business, Marketing, Communications or a related discipline.

5+ years working experience in brand, social, or digital agency or related Marketing function.

Fluent English (written and spoken); native speaker will have a plus.

我们可以提供

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关于我们

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.