

Marketing Communication & PR Senior Specialist

Your tasks

We are seeking a talented and experienced Marketing Communication Senior Specialist to join our dynamic team in Petaling Jaya, Malaysia. In this role, you will be responsible for developing and implementing strategic marketing communication initiatives that align with our organization's goals and enhance our brand presence.

Public Relations & Media Engagement

- Plan and execute PR strategies, including press releases, media statements, and leadership content.
- Manage PR events and build strong relationships with media and external partners to maximize positive visibility.
- Track PR performance and ensure consistent, high-quality coverage.

Marketing Communication Initiatives

- Develop and implement integrated communication plans across digital and offline platforms.
- Support B2B and B2C marketing objectives through creative campaigns and promotional content.
- Uphold brand consistency and compliance with global guidelines.
- Collaborate with internal teams and external partners to deliver impactful joint initiatives.

Digital & Online Communication

- Enhance the company's digital presence across website, social media, online media, and influencer/KOL channels.
- Manage and monitor online performance, ensuring alignment with brand strategy.
- Lead integrated online campaigns and coordinate with agencies when needed.

Marketing Events & Coordination

- Support and execute communication initiatives, events, and campaigns.
- Coordinate budget planning, spending efficiency, and post-campaign evaluations against KPIs.

Cross-Functional Collaboration

- Partner closely with marketing, sales, and other functions to align communication efforts with business priorities.
- Work with agencies and vendors for creative, production, and event deliverables.

Your profile



Job ID
REF91381U

Location
Petaling Jaya

Leadership level
Leading Self

Job flexibility
Onsite Job

Legal Entity
Continental Tyre PJ Malaysia Sdn. Bhd.

- Bachelor's degree in **Marketing, Communications, PR**, or related field.
- Minimum **3 years of experience** in marketing communication, PR, or corporate branding.
- Proven experience in **content creation, media relations, and digital marketing**.
- Excellent project management and stakeholder collaboration skills.
- Strong communication in **English, Mandarin and Bahasa Malaysia**.
- Creative, detail-oriented, and proactive team player.

Our offer

- At Continental, we let your ideas shape the future to make a meaningful difference in the world, and to themselves.
- Opportunity to gain global experience and build networks from international mobility across our vast organization.
- Competitive salary, bonuses and pension contributions. Beyond that, you'll enjoy generous leave, medical care and a highly competitively benefits package.
- We foster our people's talent so they can master their career journeys and realize their greatest potential.
- Open, inspiring and rewarding corporate culture
- Flexible working conditions that help you enjoy your work-life balance

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

About us

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.