

Marketing Technology Specialist

Descrição da função

We are seeking a Marketing Technology Specialist to support in the integration, optimization, and operation of our core marketing systems, including our Digital Asset Management (DAM), Product Information Management (PIM), and Marketing Automation platforms. In this role, you will bridge technical and marketing functions by ensuring data flows seamlessly across systems, configuring tools to support marketing workflows, and troubleshooting platform issues. You will collaborate with marketing, B2B Sales applications, and IT teams to enhance content operations, improve digital experiences, and enable scalable, data-driven marketing execution. Ideal candidates combine strong technical aptitude with an understanding of modern marketing processes, system integrations, and digital content ecosystems.

Main Responsibilities:

- Evaluate business requirements and translate them into technical configurations;
- Oversee the implement and maintain integrations between DAM, PIM, and marketing automation platforms;
- Configure workflows, metadata schemas, taxonomies, and automation rules across systems;
- Ensure consistent data structures and content models across platforms;
- Collaborate with Marketing, Communications, Ecommerce and IT teams to support digital initiatives;
- Serve as the primary technical point of contact for DAM, PIM, and Marketing automation tools;
- Troubleshoot system issues, coordinate fixes with vendors or IT, and maintain documentation;
- Manage data governance and quality checks across systems;
- Develop and maintain technical documentation for Marketing Technology processes and workflows.

Requisitos

- Bachelor's degree in Computer Engineering or similar studies;
- Minimum 2 years of IT or Industry working experience;
- Hands-on experience with Pimcore or similar PIM platforms, including data modeling, API integration, and workflow configuration;
- Experience with DAM solutions, including asset lifecycle management and metadata standards;
- Proficiency in Marketing Automation tools is preferred, including campaign automation, segmentation, and personalization;
- Strong knowledge of API-driven integrations (REST, GraphQL);
- Familiarity with microservices architecture and event-driven systems;
- Experience with AWS and/or Azure for hosting, scalability, and security of SaaS solutions;



Identificação da vaga
REF921120

Área funcional
Information Technology

Local
Lousado

Nível de liderança
Leading Self

Modalidade de trabalho
Hybrid Job

Pessoa jurídica
**Continental Solution Center
Portugal, Unipessoal, LDA.**

- Understanding of data governance, taxonomy, and compliance with GDPR/CCPA;
- Ability to create technical diagrams, solution blueprints, and documentation for complex ecosystems;
- Strong ability to analyze business requirements and translate them into technical solutions;
- Skilled in troubleshooting integration issues and optimizing workflows;
- Proven track record of delivering integrated Martech solutions on time and within budget;
- Experience managing cross-functional teams and stakeholders;
- Knowledge of CI/CD pipelines and DevOps practices;
- Familiarity with identity management and SSO integrations;
- Experience with data visualization and reporting tools;
- Very good communication skills;
- Proficient English language skills (written and spoken).

O que oferecemos

Our offer:

- Integration in a challenging and international work environment;
- Flexible working model;
- Agile and collaborative working style;
- Continuous opportunities for the promotion of talent and training.

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

Quem somos

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.