

Digital Media & Analytics Specialist

Your tasks

As part of the Content & Communications team, the Digital Media & Analytics Specialist supports the execution and optimization of Continental Tire's digital presence across websites, paid media, social platforms, and Amazon/e-commerce channels. The role manages day to day website/Conti Management System (CMS) updates and quality assurance, coordinates digital campaign execution with agencies and cross functional partners, and delivers reporting and insights that inform strategic decision making. This position requires strong analytical skills, attention to detail, and a continuous learning mindset to keep pace with evolving digital trends and tools.

Website & Content Operations (CMS / QA / Site Functions)

Execute CMS updates and quality assurance for ContinentalTire.com and GeneralTire.com; manage key site utilities (e.g., Dealer Locator, Tire Finder); create/tag/categorize articles and product content; monitor basic site health and escalate issues to appropriate owners to maintain performance and content accuracy.

Paid Media & Influencer Execution Support

Support agency oversight and assist in executing paid campaigns across paid social (Meta platforms and emerging channels), YouTube video content/licensing, and SEM; coordinate and track paid influencer collaborations; contribute optimization ideas to improve campaign effectiveness and efficiency.

Analytics, Reporting & Performance Optimization

Maintain and update dashboards across platforms; monitor performance and deliver recurring/ad hoc reporting for social, websites, and influencers/partners; support UTM tagging and basic attribution checks; analyze trends and recommend improvements to content and campaign plans based on performance insights.

Amazon / E Commerce Content Support

Assist with Amazon Brand Store content maintenance and coordinate product detail page updates to ensure accuracy, relevance, and alignment with marketing priorities; collaborate with internal stakeholders and external partners to keep e-commerce content current and consistent with brand standards.

Cross Functional & Agency Collaboration / Strategic Alignment

Work with other areas of the organization (and external partners as



Job ID

REF93504F

Field of work

Marketing and Sales

Location

Jundiaí

Leadership level

Leading Self

Job flexibility

Hybrid Job

Legal Entity

Continental Tire the Americas, LLC

applicable) to ensure digital content, campaigns, and reporting are aligned with broader marketing objectives; build and maintain productive relationships that enable timely execution and issue resolution.

Continuous Improvement, Testing, and Digital Subject Matter Expert (SME) Development

Participate in ongoing testing and optimization efforts to expand capabilities; stay up to date on the evolving digital and social landscape; contribute to best practices and serve as a developing subject matter resource within the team.

Your profile

Required:

- Bachelor's Degree
- Minimum of 3 years of relevant work experience
- Fluent level of English is mandatory.
- Working knowledge of Google Analytics 4 (GA4)
- Foundational knowledge of content management systems (CMS) and SEO concepts
- Willingness to learn tools like Lighthouse, SEMrush, or Screaming Frog
- Experience managing business social media accounts
- Exposure to online advertising platforms (e.g., Meta Ads Manager, Google Ads)
- Proficiency in Microsoft Office Programs, with a strong understanding of Excel
- Excellent, professional verbal and written communication skills in English
- Ability to work within a corporate environment while pushing for new creative ideas
- Superior communication, attention to detail, multi-tasking, and time management skills
- Proudly owns a self-starter attitude with an eagerness to learn and grow
- Ability to use discretion in managing proprietary information

Preferred Qualifications:

- 4+ years experience in digital marketing, social media, analytics, e-commerce, or related
- Familiarity with data visualization tools (e.g., Looker Studio)
- Ability to create **data-driven recommendations** and support strategic decisions
- Experience with creative design tools
- Understanding of user experience (UC) principles

Our offer

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.