

BestDrive Marketing Specialist - Retail

Descrição da função

HOW YOU WILL MAKE AN IMPACT -

The Marketing Specialist – Retail is responsible for planning, coordinating, launching, and measuring marketing campaigns across BestDrive’s retail network. This role focuses on execution excellence—ensuring that campaigns are clearly defined, properly approved, easy for stores to implement, and aligned with pricing, margin, and manufacturer requirements.

The ideal candidate is highly organized, detail-oriented, and comfortable operating in a fast-paced, multi-stakeholder environment. Success in this role requires strong cross-functional coordination, ownership of timelines and deliverables, and a practical understanding of how marketing programs translate into store-level action and results.

Key Responsibilities (100%)

1) Campaign Planning & Execution (30%)

- Build and manage a rolling 90-day marketing campaign calendar aligned to sales priorities and supplier program windows.
- Translate business priorities into clear campaign briefs outlining objectives, target audience, channels, offer mechanics, budget considerations, timelines, and measurement plans.
- Launch and manage campaigns across applicable channels, including email/SMS (if used), social media, local listings, local paid media, in-store materials, events, and customer outreach.

2) Direct Coordination with Pricing (15%)

- Partner with the Pricing team to define, validate, and document promotional offer structures, including rebates, bundles, service offers, and financing messaging.
- Confirm eligibility rules, offer terms, and guardrails for all promotions prior to launch.
- Ensure campaigns align with margin expectations, approval corridors, and internal pricing policies.
- Adhere to defined approval workflows and timelines; proactively escalate risks related to timing, margin exposure, or conflicting offers.

3) Product & Manufacturer Program Activation (Continental + Key Suppliers) (20%)



Identificação da vaga
REF93918J

Área funcional
Marketing and Sales

Local
Charlotte

Nível de liderança
Leading Self

Modalidade de trabalho
Hybrid Job

Pessoa jurídica
Continental Tire the Americas, LLC

- Coordinate with Product/Category leaders and manufacturer partners to activate:
 - New product launches and positioning
 - Manufacturer incentive programs, spiffs, rebates, and seasonal promotions
 - Approved product claims, specifications, and compliance requirements
- Develop and distribute manufacturer program kits for stores, including talking points, comparison sheets, FAQs, signage, and digital assets.
- Maintain a master tracker of all active manufacturer programs, including dates, eligible products, requirements, assets, and approvals.

4) Store Enablement & Field Support (15%)

- Create store-ready toolkits that include signage, scripts, FAQs, offer terms, social tiles, email copy, and objection-handling guidance.
- Develop clear execution playbooks outlining what to do, by when, how to execute, and how success will be measured.
- Manage intake for store-level marketing requests, standardize fulfillment, and close the loop with field teams.

5) Vendor Coordination & Asset Management (10%)

- Manage relationships with vendors and agencies supporting creative development, print production, local media, and campaign execution.
- Maintain an organized, centralized asset library with templates, version control, and brand standards.

6) Measurement & Reporting (10%)

- Track campaign activity and performance; deliver post-campaign readouts with results, insights, and recommendations.
- Build and maintain basic dashboards and scorecards (weekly and monthly) tracking campaign execution, store adoption, and performance outcomes.

Requisitos

WHAT YOU BRING TO THE ROLE -

- Bachelor's degree in Marketing, Business Administration, or a related field required.
- Minimum of 1-3+ years of marketing experience, preferably in

commercial, automotive, tire, retail service, or multi-location environments.

- Familiarity with CRM systems, digital marketing platforms, and basic analytics and reporting tools.
- Strong organizational skills with exceptional attention to detail and follow-through.
- Self-directed with a high level of ownership and the ability to work effectively with minimal supervision.
- Ability to manage multiple priorities and deadlines in a dynamic business environment.
- Strong business acumen, including an understanding of costs, margins, pricing structures, and promotion profitability.
- Clear, professional communication skills and the ability to collaborate across functions.

Legal authorization to work in the U.S. is required. We will not sponsor individuals for employment visas, now or in the future, for this job opening.

O que oferecemos

Work Environment & Physical Requirements

- This position is primarily based in a professional office environment at the company's headquarters.
- Work is performed indoors in a climate-controlled setting.
- The role involves regular use of a computer, including keyboarding, viewing screens, and utilizing standard office equipment.
- The position requires the ability to sit for extended periods of time, with occasional standing or walking.
- May require light lifting of office materials (generally up to 10-15 pounds) on an infrequent basis.
- Minimal travel may be required, if any, for meetings or training.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the role.

THE PERKS -

- Immediate Benefits
- Paid Time Off
- Employee Discounts, including tire discounts
- Employer 401(k) Match
- Diverse & Inclusive Work Environment
- Employee Assistance Program

- Future Growth Opportunities
- And more benefits that come with working for a global industry leader!

EEO-Statement:

EEO / Disabled / Protected Veteran Employer. Continental offers equal employment opportunities to all qualified individuals, without regard to unlawful consideration to race, color, sex, sexual orientation, gender identity, age, religion, national origin, disability, veteran status, or any other status protected by applicable law. In addition, as a federal contractor, Continental complies with government regulations, including affirmative action responsibilities for qualified individuals with a disability and protected veterans, where they apply. To be considered, you must apply for a specific position for which Continental has a current posted job opening. Qualifying applications will be considered only for the specific opening(s) to which you apply. If you would like to be considered for additional or future job openings, we encourage you to reapply for other opportunities as they become available. Further, Continental provides reasonable accommodations to qualified individuals with a disability. If you need assistance in the application process, please reply to Careers@conti-na.com or contact US Recruiting at 800-821-2727. This telephone line and email address are reserved solely for job seekers with disabilities requesting accessibility assistance or an accommodation in the job application process. Please do not call about the status of your job application, if you do not require accessibility assistance or an accommodation. Messages left for other purposes, such as following up on an application or non-disability related technical issues, will not receive a call back.

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

Quem somos

BestDrive, a wholly owned subsidiary of Continental, is quickly becoming the top choice among commercial trucking fleets for our high-quality products and exceptional service. BestDrive Commercial Tire Centers specializes in providing fleet customers with innovative tire solutions including award-winning Continental and General Tire brand products, innovative commercial solution products such as ContiPressureCheck, and a wide array of multi-brand truck tires to address all market segments. Since our founding in 2012, we presently have 25 locations throughout the United States and continue to rapidly expand our footprint throughout the country.