Digital Communications and Design Analyst

Your tasks

The Digital Communications and Design analyst is responsible for the day-to-day execution of digital content, social media management and visual communication for Continental and Euzkadi brands. This role supports brand positioning by translating strategic guidelines into high-quality digital assets, website content, social content, and community engagement, working closely with the creative agency.

Supports 2 brands: continental and Euzkadi, Manages multiple social media platforms (IG, FB, Linkedin & Youtube), supports low complexity adaptations for trade marketing (PoP material), design and updates of product catalogue, works in coordination with internal marketing, communications and trade marketing team, works in coordination with Creative, Digital and PR agencies.

• Execute the social media content calendar based on approved strategy
• Publish posts, stories, reels, and short-form videos across platforms
• Monitor and moderate comments, messages and mentions in timely and professional manner.
• Escalate sensitive topics or reputational risks to the communications manager (social listening)• Design or adapt digital assets for social media, digital campaigns, and internal marketing needs.
• Adapt and localize key visuals from brand campaigns into multiple digital formats.
• Produce basic motion graphics or short videos (where applicable and AI use is permitted).• Build and maintain a positive and engaged community online
• Identify engagement opportunities, trends, and content formats relevant to the target audience.
• Support influencer or partnership activations from an execution standpoint (posting, tagging, coordination).• Coordinate with creative and digital agencies for asset hand-offs and adaptations.
• Support monthly performance reporting for social media and digital advertising with the agency.
• Maintain organized asset libraries and content documentation

Your profile

- Bachelor's Degree Graphic Designer, marketing or related
- Proven experience in creating digital content (Portfolio demonstrating digital design and social media content.)
- English level: Advanced.
- 3 to 5 years of experience working with brands or agencies in consumer, lifestyle, or premium categories. Proven experience in creating digital content. Portfolio demonstrating digital design and social media content.
- Management of social media platforms.
- Proficiency in design tools (Photoshop, Illustrator, Canva, etc).

Job ID
REF93949G

Field of work
Communications

Location
Santiago de Querétaro

Leadership level
Leading Self

Job flexibility
Hybrid Job

Contact
AZAEL TERRONES

Legal Entity
Continental Tire de México, S. de R.L. de C.V.

- Creation of visual content.
- Knowledge of digital advertising.
- Coordination with creative and digital agencies.
- Planning, Execution, and Operation of the digital content plan, social media, and communication.
- Communication (oral and written).
- Results orientation.
- Adaptability and continuous learning.
- Analytical thinking.
- Collaboration.
- Creativity and problem solving.

Our offer

Continental we are committed to building an inclusive and discrimination-free ecosystem in Mexico, these principles are rooted in our corporate philosophy and culture. Therefore, it is totally forbidden to request a pregnancy or HIV test as part of our selection processes. #LI-AT1At

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

About us

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2022, Continental generated sales of €39.4 billion and currently employs around 200,000 people in 57 countries and markets.