

(Senior) External Communications Manager (m/f/d) - REF94049D

Descrição da função

As a Senior External Communications Manager (m/f/diverse), you will play a key role within our PR & Internal Communications team for the EMEA business area with a focus on environmental, regulatory and public affairs communication. Your mission will be to bridge between regulatory institutions, our Public Affairs department, internal experts and external stakeholders. In addition, you will craft and implement compelling communication campaigns for our truck tires segment that speak to both external media and internal stakeholders.

In this role, you will shape impactful messaging strategies and communication concepts on regulatory, environmental and product related topics across the EMEA region. In this regard you will also be representing Continental EMEA and its position towards regulatory bodies.

In addition, you will serve as a central point of contact for all markets across the EMEA region, providing expert support on media inquiries from journalists, editors, and key stakeholders. You will also be advising senior management and subject-matter experts in the different markets on media appearances and contributions, helping ensure clarity, consistency, and alignment with our corporate positioning.

Collaboration is key. You will work closely with colleagues in your team, the Strategy, Analysis & Marketing EMEA department, and the Global Marketing Tires function to ensure aligned and effective messaging across markets, channels and target groups throughout the region.

Your tasks will include:

- Ensure consistent and effective product/brand communication across EMEA with a focus on commercial customer business and in line with the Business Area communication strategy and support Continental's leading PR position in the regional tires market.
- Monitor and analyze regulatory and public policy developments that affect the organization and our customers and translate them into clear messaging and communication activities in close collaboration with EMEA Public Affairs & Sustainability, Global Sustainability and Global Communications.
- Develop and implement external communication and messaging concepts to position Continental EMEA towards regulatory bodies, media and other relevant stakeholders.
- Support in the preparation and execution of official visits with regards to Standards & Regulations and Public Affairs topics at all EMEA locations.
- Develop and execute crisis communication strategies for the EMEA region, acting as a key spokesperson and ensuring close alignment with Global Tires Communications.
- Coordinate communication activities for product recalls, ensuring



Identificação da vaga
REF94049D

Área funcional
Marketing and Sales

Local
Hanover

Nível de liderança
Leading Self

Modalidade de trabalho
Hybrid Job

Contato
Torben Schilke

Pessoa jurídica
Continental Reifen Deutschland GmbH

timely, transparent and consistent information to protect trust and reputation.

- Concept development and execution of Communication Trainings incl. media training & presentation training.
- Plan and steer content productions and communication materials for different platforms and target groups, including the briefing and management of creative agencies and external service providers.
- Collaborate with and support the Internal Communications community across EMEA through shared projects and initiatives.

Requisitos

- Academic degree in relevant field or comparable qualification
- Proven experience in Regulations, Environmental and Public Affairs Communications
- Proven experience in Crisis Communication and Issue Management
- Several years of experience in PR and Media Relations, with profound experience in product communication
- Proven experience in strategic positioning, executive visibility, combined with hands-on ability in content strategy and creation
- PR-driven mindset with the ability to track clear KPIs for communications impact
- Business fluent English and German language skills (written and spoken)
- Excellent communication, negotiation, and interpersonal skills

Applications from severely handicapped people are welcome.

O que oferecemos

- **Attractive Compensation: Attractive compensation:** We reward exceptional qualifications and experience with the option of an above-tariff salary
- **Attractive compensation:** We reward exceptional qualifications and experience with an above-tariff salary, plus variable compensation.*
- **Flexibility that fits your life:** Whether mobile working, part-time models, flexible working hours, or sabbaticals - together we find a working model that suits your individual needs.
- **Time off that truly matters:** Enjoy 30 days of paid vacation per year.
- **Secure your future:** With our company pension plan, we already invest today in your financial security of tomorrow.
- **Career with perspective:** We actively support you in shaping your career through individual trainings, access to learning platforms such as LinkedIn Learning, and a wide range of development opportunities.
- **Borderless opportunities:** As an EU citizen, you can work remote from other EU countries for up to 40 days per year - offering greater freedom and international flexibility.
- **Exclusive employee benefits:** Take advantage of attractive discounts and a wide range of employee benefits.
- **Stay fit - nationwide:** With our comprehensive range of health and wellness initiatives, you stay active - wherever you are in Germany.
- **Sustainable mobility:** Use our "JobRad" bike leasing program and secure your preferred bicycle at attractive conditions - for more

fitness, climate protection, and enjoyment on your daily commute.

- **A family-friendly culture:** We support you with various offers that help balance work and family life, such as on-site childcare places and free emergency childcare services.
- **Support when it matters most:** The Fürstenberg Institute provides you with a confidential external point of contact for professional advice and support in both personal and professional matters.
- **A work environment that embraces diversity:** Look forward to working in a diverse and international environment through collaboration with our global locations.

For more information about the employee benefits you can expect at Continental, please visit our [benefits page](#). If you would like to learn more about our location, feel free to visit our site page: [Hannover Corporate Headquarters](#).

[Diversity, Inclusion & Belonging](#) are important to us and make our company strong and successful. We offer equal opportunities to everyone - regardless of age, gender, nationality, cultural background, disability, religion, ideology or sexual orientation.

If this sounds like a perfect match for you and if you want to become the next supporter of our core values: **Trust, for one another, passion to win and freedom to act** - we are looking forward to receiving your application.

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 that develops and produces sustainable, safe and convenient solutions for automotive manufacturers as well as industrial and end customers worldwide. Founded in 1871, the company generated sales of €19.7 billion in 2025 and currently employs around 78,000 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.