

Retail Marketing & Experience Lead

Your tasks

Key Target of the job :

Drive an integrated retail, trade, and training strategy to deliver a seamless customer and partner experience.
Elevate brand presence and frontline engagement through unified execution and measurable impact.

Strategic Integration of Functions

- Consolidate Retail development, Engagement & Promotion, and Training & Consultation into one unified framework.
- Ensure all activities are aligned to deliver a consistent brand message and customer experience across channels.

Retail Marketing & Experience Design

- Strategize and plan retail marketing that enhance in store visibility, shopper engagement, and brand storytelling.
- Sustainable retail development in both quantity & quality perspective.
- Develop experiential initiatives (events, activations, digital touchpoints) that strengthen emotional connection with customers.

Promotion Planning & Execution Oversight

- Integrate promotional calendars to ensure consistency across channels.
- Drive innovative promotions that balance short term sales uplift with long term brand experience.

Training & Consultation Capability Development

- Oversee training programs for frontline staff, ensuring product knowledge, service quality, and brand values are embedded.
- Enlarge the scope to provide proper consultation to customers eventually.

Cross Functional Leadership & Performance Management

- Lead collaboration with other MKT functions (Product & Pricing, Digital MKT, Communication) and Sales team to optimize resource allocation and accelerate go to market execution.



Job ID
REF94135V

Location
Petaling Jaya

Leadership level
Leading People

Job flexibility
Onsite Job

Legal Entity
Continental Tyre PJ Malaysia Sdn. Bhd.

- Monitor KPIs across retail, engagement & promotion and training & consultation functions, ensuring accountability and continuous improvement.

Budget Management

- Marketing PE Comm budget management as a main budget stakeholder (Regular report & alignment within MKT department and controlling, BA MKT)

Your profile

- University degree in Business / General Management / Marketing.
- Minimum 10 years of experience in business development, marketing, retail involving strategy management functions.
- Experience in project or process which impacts on overall customer experience journey.
- Direct and indirect people leader to instill change and innovation.
- Experience with international company.

Our offer

- At Continental, we let your ideas shape the future to make a meaningful difference in the world, and to themselves.
- Opportunity to gain global experience and build networks from international mobility across our vast organization.
- Competitive salary, bonuses and pension contributions. Beyond that, you'll enjoy generous leave, medical care and a highly competitively benefits package.
- We foster our people's talent so they can master their career journeys and realize their greatest potential.
- Open, inspiring and rewarding corporate culture
- Flexible working conditions that help you enjoy your work-life balance

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.