

Brand Marketing Manager (Temporary Contract)

工作职责

We are looking for an experienced and strategically minded **Brand Marketing Manager** to join our Global Marketing team on an **initial 6-month fixed-term contract, with the possibility of extension up to 12 months**. This role is an excellent opportunity for a marketing professional who wants to make a tangible impact on a global brand, working across brand strategy, marketing planning, consumer insights, and integrated communication campaigns.

Reporting to the Head of Brand & Marketing Communications, you will be working within an international environment, you will collaborate with regional and local teams, agencies, and cross-functional stakeholders to drive brand consistency and business impact.

Key Responsibilities

- Drive quantitative and qualitative consumer and brand research, translating insights into clear business recommendations.
- Support the development of brand strategies and annual marketing plans.
- Lead integrated communication campaigns from planning to evaluation.
- Collaborate with agencies and cross-functional teams to ensure consistent and effective execution across markets.
- Monitor brand and campaign performance, identifying opportunities for optimization and growth.

What We Offer

- A unique opportunity to contribute to the growth of a leading global brand.
- Exposure to international markets and cross-functional collaboration.
- A dynamic and supportive team environment.
- Meaningful work with high visibility and strategic impact.
- **6 month fixed-term contract with the possibility of extension of up to 12 months**, ideal for professionals looking to apply their expertise in a fast-paced, global marketing environment.

职位要求

Qualifications

- **Fluent English is essential, as all work will be conducted 100% in English.**
- Degree in Marketing, Business or a related field.
- Strong analytical, strategic and communication skills.

Experience

- Several years of experience in brand marketing, marketing strategy,



职位号码

REF94284S

所在地

Madrid

领导力级别

个人贡献者

工作场所灵活度

混合式办公

法律实体名称

Continental Tires Espana S.L.

consumer insights or communications.

- Experience conducting and interpreting quantitative and qualitative research.
- Experience developing marketing plans and brand strategies.
- Proven track record managing communication campaigns from planning to execution and evaluation.
- Experience working with cross-functional teams and external agencies in an international environment.

我们可以提供

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关于我们

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 2021, Continental generated sales of €33.8 billion and currently employs more than 190,000 people in 58 countries and markets. On October 8, 2021, the company celebrated its 150th anniversary.

With its premium portfolio in the car, truck, bus, two-wheel and specialty tire segment, the Tires group sector stands for innovative solutions in tire technology. Intelligent products and services related to tires and the promotion of sustainability complete the product portfolio. For specialist dealers and fleet management, Tires offers digital tire monitoring and tire management systems, in addition to other services, with the aim of keeping fleets mobile and increasing their efficiency. With its tires, Continental makes a significant contribution to safe, efficient and environmentally friendly mobility.