

Marketing Communications Manager

Descrição da função

Drive a Global Brand. Tell Stories That Matter. Shape the Future of Mobility.

At Continental, we believe great brands are built through meaningful connections, powerful storytelling, and unforgettable experiences. As one of the world's leading tyre and technology companies, we are looking for a passionate and creative **Marketing Communications Manager** to help bring our brand to life across the UK and Ireland.

This is an exciting opportunity to join a dynamic marketing team and play a leading role in shaping how customers, partners, employees, and industry stakeholders experience the Continental brand. From high-profile sponsorship activations and product launches to digital campaigns, events, and customer marketing initiatives, you will be at the forefront of communicating our commitment to safety, innovation, sustainability, and performance.

About the Role

As **Marketing Communications Manager**, you will lead the development and delivery of integrated marketing communications across our Passenger Car, SUV, Van, Truck, Bus, and Specialty Tyre portfolios. Reporting to the Marketing Director, you will be responsible for creating compelling campaigns, managing brand communications, developing customer-focused marketing initiatives, and delivering world-class events that strengthen Continental's market-leading position.

You will oversee a talented team while working closely with sales, product management, technical teams, European marketing colleagues, creative agencies, sponsorship partners, and external stakeholders. This is a highly visible role that combines strategic thinking, creativity, leadership, and commercial focus.

What You'll Be Doing

- Lead Continental's marketing communications strategy across the UK and Ireland.
- Act as brand guardian, ensuring consistent and impactful use of the Continental brand across all channels and touchpoints.
- Develop engaging campaigns that build awareness, drive demand, and support business growth.
- Create compelling product stories that translate technical innovations into meaningful customer benefits.
- Manage and activate high-profile sponsorships & partnerships such as the Tour de France, Mercedes-Benz World, England Rugby and adidas.
- Lead digital marketing activity including website content, social media, paid campaigns, video content, SEO, GEO, and lead generation programmes.



Identificação da vaga
REF94519G

Área funcional
Marketing and Sales

Local
Datchet

Nível de liderança
Leading People

Modalidade de trabalho
Hybrid Job

Pessoa jurídica
Continental Tyre Group Ltd.

- Plan and deliver outstanding events including product launches, dealer conferences, trade exhibitions, training events, and customer experiences.
- Develop customer marketing programmes that support retailers, fleet operators, distributors, and commercial partners.
- Manage agency relationships, marketing budgets, campaign performance measurement, and reporting.
- Inspire, develop, and lead a high-performing marketing communications team.

Requisitos

What We're Looking For

We're looking for a skilled marketing professional who combines creativity with commercial awareness and thrives in a fast-paced environment.

You will bring:

- A degree in Marketing, Communications, Business, or a related discipline.
- 5+ years' experience in marketing communications, brand management, or integrated marketing roles.
- Strong experience across digital marketing, content creation, events, sponsorship, and campaign management.
- Experience working with both B2B and B2C audiences.
- Excellent project management and stakeholder management skills.
- The ability to transform complex technical information into clear and compelling customer-focused content.
- Experience managing agencies, suppliers, budgets, and multiple concurrent projects.
- Exceptional communication, presentation, and leadership capabilities.
- Be a strong people manager, with the ability to develop, motivate and inspire

O que oferecemos

Why Continental?

At Continental, you'll have the opportunity to work with a globally respected brand that is shaping the future of mobility. You'll join a collaborative, forward-thinking environment where your ideas are valued, your development is supported, and your work has a direct impact on business success.

This is an especially exciting time to join our business. As Continental embarks on a new chapter as a dedicated, pure-play tyre company, we are returning to our roots while accelerating our focus on innovation, customer centricity, premium products, and sustainable growth. This transformation creates unique opportunities to influence the future direction of the business, shape our brand story, and play a key role in driving growth across our consumer and commercial tyre portfolios.

You'll have the opportunity to help define how one of the world's most

trusted tyre brands connects with customers, partners, and employees, while working on market-leading products, high-profile sponsorships, cutting-edge digital campaigns, and industry-leading customer experiences.

This is more than a marketing role—it's an opportunity to be part of a business transformation, create inspiring customer experiences, build meaningful brand connections, and help write the next chapter in Continental's proud tyre heritage.

If you're a passionate storyteller, strategic thinker, and marketing leader who wants to make a real impact during an exciting period of change and growth, we'd love to hear from you.

Reward Package & Next Steps

We offer a Competitive salary and benefits package including:

- Excellent Contributory Pension
- Private Health Care
- Annual Bonus
- Car allowance
- Subsidised On site Gym & Canteen
- Hybrid Working Pattern (3 days in Office)
- Plus many more.....

Ready to Make an Impact?

If you are a bold, innovative and commercially savvy marketing communicator, we would love to hear from you. Apply now.

- Closing date for all applications: Monday 24th August 2026

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

Quem somos

Continental is a leading tyre 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.

Tyre solutions from the Tyres group sector make mobility safer, smarter, and more sustainable. Its premium portfolio encompasses car, truck, bus, two-wheel, and specialty tyres 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 tyre manufacturers. In fiscal 2024, the Tyres group sector generated sales of 13.9 billion euros. Continental's tyre division employs more than 57,000 people worldwide and has 20 production and 16 development sites.