

# Employer Branding & Internal Communications - CTBC

## Ihre Aufgaben

### Role Overview

The Employer Branding Specialist strengthens the company's attractiveness as an employer through strategic messaging, event management, partnerships, and campaigns to enhance brand visibility and talent pipeline development.

### Responsibilities

- Strengthen employer brand through strategic messaging and impactful campaigns.
- Plan and execute partnerships with educational institutions.
- Manage the Ambassador Program across events and digital channels.
- Develop and execute recruitment and branding campaigns.
- Collaborate across HR, Communications, and Management.
- Manage production of internal and external marketing materials.
- Handle supplier negotiations and campaign budgets.
- Prepare monthly HR KPIs and fluctuation reports.
- Support dual education initiatives.

## Ihr Profil

- Bachelor's degree in Marketing, Communications, HR, Psychology, Business, or related field.
- 1-3 years experience in employer branding, marketing, or communications.
- Excellent written and verbal communication skills.
- Event planning and vendor management experience.
- Project management skills.
- Strong knowledge of social media and digital content.
- High attention to detail and brand consistency.
- Analytical skills to interpret KPIs.
- Ability to collaborate cross-functionally.



Job ID  
**REF95312B**

Arbeitsbereich  
**Personalwesen**

Standort  
**Timișoara**

Leadership Level  
**Leading Self**

Job Flexibilität  
**Hybrid Job**

Rechtliche Einheit  
**ContiTech Thermopol Romania S.R.L.**

## Unser Angebot

What we offer:

- **The 13-th salary** - Paid once a year, in December;
- **Meal tickets** - With a value of 40 Ron;
- **Hybrid schedule** - Work-life balance is important, so we offer a flexible schedule. Please agree on this with your superior;
- **Private Health Insurance** - Health is the most important, so we offer you a medical subscription through Signal Iduna;
- **Referral bonuses** - We encourage colleagues to refer new candidates to us and, at the same time, to get the chance to receive a bonus;
- **Bookster** - Feed your body and your mind. You can borrow books and you'll receive them at the office;
- **Sports benefits** - It's important to stay active, so we offer you the 7Card;
- **Discounts at our partners** - We collaborate with different vendors, and we receive discounts for various products/ services like rubbers, restaurants, kindergartens, etc;
- **System for Rewarding Improvement Ideas** - We have an internal improvement program (Continental Idea Management) that gives you the opportunity to come up with ideas and to be honored with an attractive bonus (this is established by the CIM team according to your improvement idea);
- **Happy days** - If you or your child is getting married, or you become a parent, you receive some extra free days;
- **Life events celebration** - If your family is growing, we praise your newborn with a bonus;
- **Unfortunate events** - In case of unhappy events in your life, we support you by offering you free days and financial support (handled on a case-by-case basis);
- **Extra vacation days** - You begin with 22 vacation days/year, and starting with the 3rd year with us, we offer you 1 more day of vacation and, afterward from 2 to 2 years you'll get one more extra day (the maximum you can achieve is 27);
- **Professional development** - Many opportunities to develop yourself within the company;
- **Diversity and multicultural mindset** - We encourage you to join us no matter who, where, or what you are. We have colleagues from different nations and a variety of languages are spoken in our company.

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

## Über uns

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.

The ContiTech group sector develops and manufactures, for example,

cross-material, environmentally friendly and intelligent products and systems for the automotive industry, railway engineering, mining, agriculture and other key industries. Guided by the vision of “smart and sustainable solutions beyond rubber,” the group sector draws on its long-standing knowledge of the industry and materials to open up new business opportunities by combining various materials with electronic components and individual services.