

Brand & Communications Team Lead

Your tasks

Brand & Communications Team Lead

We are seeking a Brand & Communications Team Lead to establish and maintain comprehensive brand strategy and equity across all execution channels and media. This role is critical to driving brand awareness and conversion through strategic deployment of integrated communication initiatives.

Primary Responsibilities:

Strategic Brand & Marketing Leadership

- Develop and execute integrated marketing and communication strategy across all divisions (PLT, TT, CST, and 2W brands: Continental, General Tire, and Euzkadi)
- Establish brand briefs, market situational analysis, and buyer personas to inform all communication initiatives
- Define core messaging and target audience alignment with commercial strategy and purchase funnel objectives
- Present and secure approval of comprehensive marketing plans from senior management, commercial teams, and external agencies

Campaign Management & Execution

- Direct campaign strategy, execution, and performance monitoring across creative, PR, and digital channels with designated agencies
- Oversee 360-degree product launch communications strategies, encompassing B2B, B2C, and media engagement through agency partnerships
- Develop and coordinate national media plans with clearly defined objectives, strategic approaches, and media mix optimization
- Ensure campaign mechanics, participating distributor information, and supporting materials are properly communicated across website, Contishop, and internal platforms

Communications Development & Production

- Create and approve all communication materials supporting product sales across B2B and B2C channels
- Manage production of video, audio, and product content through qualified supplier partnerships
- Develop channel-specific presentation and communication documents for sales teams
- Oversee website content management, translation, SEO/SEM strategy, and new website project implementation

Digital & Social Media Strategy

- Develop and lead implementation of comprehensive brand strategy across digital and social media platforms



Job ID

REF95409B

Field of work

Communications

Location

Santiago de Querétaro

Leadership level

Leading People

Job flexibility

Hybrid Job

Legal Entity

Continental Tire de México, S. de R.L. de C.V.

- Create content marketing strategies designed to enhance customer engagement and build brand awareness
- Provide digital training and support to B2B initiatives, including tailored strategies for key accounts
- Manage digital and social media support across the Americas region, including performance reporting and trend analysis

Budget & Performance Management

- Administer communication budgets across all divisions (PLT, TT, CST, and 2W) with monthly tracking and accountability
- Define and monitor key performance indicators for all media plans and digital initiatives
- Conduct post-buy analysis and reporting with comprehensive KPI management and dashboard oversight
- Manage agency administration, KPI tracking, and performance evaluation

Trade Marketing & Sponsorship

- Supervise and coordinate all trade marketing activities to support overall marketing strategy implementation
- Manage sponsorship planning, documentation, sell-in/sell-out coordination, and event evaluation
- Develop and implement comprehensive PR strategy
- Plan, coordinate, and evaluate annual marketing events with established KPI tracking

Commercial & Customer Programs

- Evaluate national sell-out campaigns across all channels
- Define, implement, and review marketing programs including ContiClub and ContiSafe with performance monitoring
- Negotiate with sales teams regarding merchandising, product identification, and promotional initiatives
- Manage customer service decisions for ContiClub individual cases and provide responsive support

Compliance & Internal Communications

- Ensure all marketing activities meet established compliance and control requirements
- Develop internal communications strategy and creative materials in collaboration with agency support
- Coordinate media interviews and provide accompanying support
- Deliver briefings and communications to office staff and employees

Your profile

Required Qualifications:

- Bachelor's Degree in Marketing, Communications or related.
- Minimum 5 years of professional experience in marketing campaigns, brand strategy and positioning, and budget management.
- available to travel to CDMX
- Demonstrated expertise in analytical and problem-solving methodologies, market analysis, and competitive forecasting
- Proficiency in customer journey design and customer-centric

marketing approaches

- Advanced English language proficiency, both written and verbal
- Proven experience in direct team leadership and project management oversight
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Core Competencies & Professional Attributes:

- Strategic quality leadership with demonstrated ability to drive measurable results
- Capacity to establish ownership and accountability across cross-functional teams
- Expertise in building and sustaining professional networks and strategic partnerships
- Exceptional communication skills with the ability to influence senior management and external stakeholders
- Capability to develop and cultivate high-performing teams in complex, matrix organizational environments

Our offer

Continental we are committed to building an inclusive and discrimination-free ecosystem in Mexico, these principles are rooted in our corporate philosophy and culture. Therefore, it is totally forbidden to request a pregnancy or HIV test as part of our selection processes.

#LI-AT1At

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

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About us

Continental desarrolla tecnologías y servicios vanguardistas para la movilidad sostenible e interconectada de personas y bienes. Fundada en 1871, la empresa de tecnología ofrece soluciones seguras, eficientes, inteligentes y asequibles para vehículos, máquinas, tráfico y transporte. En 2022, Continental generó ventas por 39 400 millones de euros y actualmente emplea a unas 200 000 personas en 57 países y mercados.

Con su cartera de productos de primera calidad en el segmento de llantas para automóviles, camiones, buses, vehículos de dos ruedas y especiales, el sector del grupo Llantas es sinónimo de soluciones innovadoras en el ámbito de la tecnología de las llantas. La cartera se completa con productos y servicios inteligentes relacionados con las llantas y la promoción de la sostenibilidad. Para los concesionarios especializados y la administración de flotas, el grupo Llantas ofrece sistemas digitales de monitoreo y gestión de llantas, además de otros servicios, con el objetivo de mantener las flotas en movimiento y mejorar su eficiencia. Con sus llantas, Continental contribuye significativamente a una movilidad segura, eficiente y respetuosa con el medioambiente.