

APAC Brand Communication Trainee Program

Your tasks

Kick-start your career with Continental Tires APAC through our **Functional Proficiency Program (AFPP)**—a structured graduate journey designed to fast-track high-potential talents into future specialists and leaders.

What you'll experience:

- A **12-month structured program** with **4 cross-functional rotations**
- Exposure and network opportunity to **APAC regional business operations**
- Hands-on learning in **Hands-on exposure to product management, pricing strategy, market intelligence & analysis**
- Real business projects with international stakeholders
- Coaching and mentorship from experienced leaders

Your learning journey includes:

- Understand and apply brand strategy across retail and digital touchpoints
- Work effectively with creative, production, and agency partners to deliver high quality retail communication
- Develop POSM, in store communication materials, and branded shop assets
- Support full retail and trade campaigns from brief to execution, including modern trade activation
- Use data and retail insights to evaluate campaign and POSM effectiveness
- Communicate confidently and collaborate across marketing, sales, and trade teams

The program begins with an **on-site regional welcome week** at the Tires APAC headquarters, helping you connect with peers, leaders, and mentors from day one.

Your profile

- Bachelor's or Master's degree in Marketing or related fields
- 1-3 years' experience in Brand Communication, Social Media, or Marketing Communications
- Strong background in Marketing Communications, Brand Strategy, and Digital Marketing
- Experience in retail brand communication, including POSM, branded shops, and modern trade support
- Ability to work effectively in international and multicultural environments



Job ID
REF95473F

Field of work
Communications

Location
Bangkok

Leadership level
Leading Self

Job flexibility
Onsite Job

Legal Entity
Continental Tyres Co., Ltd.

- Fast learner with strong communication and interpersonal skills
- Fluent in English and Thai

Our offer

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 €19.7 billion in 2025 and currently employs around 78,000 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 2025, the Tires group sector generated sales of 13.8 billion euros. Continental's tire division employs more than 56,000 people worldwide and has 19 production and 16 development sites.