

## GOLD (Sales Program) Project Lead

### Your tasks

#### HOW YOU WILL MAKE AN IMPACT

Work under the general direction of GOLD Program Manager. Manage and administer Continental Tire Americas Business processes for Passenger replacement marketing programs with an emphasis on GOLD Program and affiliated programs related to GOLD Dealers and Distributor

- Power User of the **GOLD Loyalty Program**, a retailer program designed for independent tire dealers. Ensures smooth and efficient process between internal channels.
- Will work with Key users in the following fields: Electronic Data Interchange (EDI) , SAP/tempo, ContiLink, CRM, BI. Leads execution of process improvement initiatives between key users. Track progress of IT tickets, IT upgrades, dealer locator management, and testing scenarios for promotions/changes.
- Create and distribute GOLD reports to establish GOLD Dealer and GOLD Distributor evaluation of program effectiveness and lead program process changes.
- Runs independent analysis in excel for sales team and distributors. (including weekly catch-up files, sales data, comparisons, EDI error reports, and BI reports) .Updates on Teams, ContiLink, BI/CRM, and email. Also contributes to the development of report requests from the field sales team and customers.
- Build the renewal dealer list to support working with the sales team to determine which dealers remain in the GOLD program and which do not.
- CTA administration contact for GOLD Distributors, GOLD Dealers, and internal/external sales team.
- Ensures weekly communication with distributors for program updates.
- Manages annual program renewal for 3500+ dealers. Leads inside sales outbound call initiatives
- Manage outsourced marketing services vendors.
- Works on RFP, project management, invoicing, and budgeting for each vendor. (ie Heeter, Jornee )
- Support event team with annual GOLD Dealer Incentive Trip for 500+ dealers .
- Plan and execution of annual GOLD Dash and BMW events.
- Creates and distributes quarterly GOLD Connection newsletter, quarterly GOLD payments, and annual honor plaques.

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### Your profile



Job ID  
**REF95498Q**

Field of work  
**Marketing and Sales**

Location  
**Fort Mill**

Leadership level  
**Leading Self**

Job flexibility  
**Hybrid Job**

Legal Entity  
**Continental Tire the Americas, LLC**

## • **WHAT YOU BRING TO THE ROLE**

- Bachelor's Degree
- 5+ years of professional experience in a sales or marketing function
- Highly proficient in Excel
- 1+ year SAP experience
- 1+ year experience in a customer or vendor facing role
- Willingness to earn PMP certification within 1 year of performing the role
- Open to traveling up to 20%, domestic/international
- Ability to manage multiple tasks in a structured and organized manner
- Legal Authorization to work in the US is required. We will not sponsor individuals for employment visas now or in the future for this job opening.
- A relocation package can be offered if needed

## **ADDITIONAL WAYS TO STAND OUT**

- 7+ years of professional experience in a sales or marketing function
- Experienced in data analysis and reporting
- Experience managing a project and project budgets
- Tire sales experience

## **Our offer**

### **THE PERKS**

- Immediate Benefits
- Robust Total Rewards Package
- Paid Time Off
- Volunteer Time Off
- Tuition Assistance
- Employee Discounts, including tire discounts
- Competitive Bonus Programs
- Employee 401k Match
- Diverse & Inclusive Work Environment with 20+ Employee Resource groups.
- Hybrid Work
- Employee Assistance Program
- Future Growth Opportunities, including personal and professional
- And many more benefits that come with working for a global industry leader!

All your information will be kept confidential according to EEO guidelines.

### **EEO-Statement:**

EEO / Disabled / Protected Veteran Employer. Continental offers equal employment opportunities to all qualified individuals, without regard to

unlawful consideration to race, color, sex, sexual orientation, gender identity, age, religion, national origin, disability, veteran status, or any other status protected by applicable law. In addition, as a federal contractor, Continental complies with government regulations, including affirmative action responsibilities for qualified individuals with a disability and protected veterans, where they apply. To be considered, you must apply for a specific position for which Continental has a current posted job opening. Qualifying applications will be considered only for the specific opening(s) to which you apply. If you would like to be considered for additional or future job openings, we encourage you to reapply for other opportunities as they become available. Further, Continental provides reasonable accommodations to qualified individuals with a disability. If you need assistance in the application process, please reply to [Careers@conti-na.com](mailto:Careers@conti-na.com) or contact US Recruiting at 800-821-2727. This telephone line and email address are reserved solely for job seekers with disabilities requesting accessibility assistance or an accommodation in the job application process. Please do not call about the status of your job application, if you do not require accessibility assistance or an accommodation. Messages left for other purposes, such as following up on an application or non-disability related technical issues, will not receive a call back.

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.