Marketing Manager

Ihre Aufgaben

Key Responsibilities:

- Develop and execute comprehensive marketing strategies that drive brand awareness and directly support organizational business objectives
- Lead the marketing department with accountability for team performance, strategic direction, and resource optimization
- Conduct rigorous market analysis, including demand assessment and competitive intelligence, to inform strategic decision-making
- Establish and manage marketing budgets with full accountability for expenditures, ROI analysis, and profit-loss projections
- Collaborate with the sales department to develop evidence-based pricing strategies that maximize profitability and market share while maintaining customer satisfaction
- Direct the development and execution of integrated advertising campaigns and promotional initiatives
- Establish and maintain brand positioning and awareness across all marketing channels
- Oversee social media and content marketing strategy to ensure consistent brand messaging and audience engagement
- Identify and qualify potential customer segments to support lead generation and sales pipeline development
- Coordinate all marketing projects from conception through completion, ensuring alignment with organizational goals
- Manage the planning and execution of company conferences, trade shows, and strategic events
- Develop comprehensive product and service offerings documentation for internal and external stakeholders

Ihr Profil

- Bachelor´s degree in Marketing or related
- Fluent level of English
- At least 7 years of experience in Sales / Marketing
- Previous experience managing teams
- Desirable experience in Retail, Communication, Branding or related.

Unser Angebot

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.

Job ID
REF95535B

Arbeitsbereich
Marketing & Vertrieb

Standort
Santiago de Querétaro

Leadership Level
Leading Leaders

Job Flexibilität
Hybrid Job

Arbeitszeit
Vollzeit

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

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Über uns

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.