Marketing Manager

담당 업무

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

지원자 프로필

- 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.

처우 조건

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

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직무-아이디
REF95535B

모집 분야
영업 마케팅

지사
케레타로

리더십 레벨
Leading Leaders

근무 유형
Hybrid Job

근무 시간
Full time

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

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기업 소개

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.