

Brand and Communication Senior Analyst

Descrição da função

Sponsorship

To coordinate briefing sessions for ATL agencies and Sponsorship partners regarding brand objectives.

To contribute for activations with main stakeholders: follow up and success metrics.

To implement and track activations and timeline for the sponsorship projects.

To support budget management for the sponsorships activations.

Content

To support the centralized development of branded content for clients and internal audience activities and adapt to local reality.

Proactive suggestions and contribution with topics and alignment.

Products and solutions

To support the centralized work and definitions regarding product launches and solutions, to adapt to local reality.

To support agencies briefings, timeline development, BUS follow ups, and reports.

Support and collaborate with the production of any kind of media content to be used for all brands.

Branding and PR

To support the daily routine for branding and PR activities when needed, such as agencies follow ups, reports, etc.

To be a brand guardian and replicate brand guidelines in all mkt activations.

Budget

To be responsible for budget management regarding the core activities under the analyst role;

To guarantee assertiveness in briefings and guidelines to third party

Requisitos

Education: Graduate in administration, communication, engineering or



Identificação da vaga
REF95692A

Local
Jundiaí

Nível de liderança
Leading Self

Modalidade de trabalho
Hybrid Job

Pessoa jurídica
Continental do Brasil Produtos Automotivos Ltda.

marketing.

Professional experience: 2 years of experience in Marketing, desirable experience with Digital Marketing, Social Media and Online Media.

Knowledge: Brand content, Branding Strategy, planning, PR, Sponsorship activation, Fluent level of English,

Spanish (desirable).

O que oferecemos

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Quem somos

Continental develops pioneering technologies and services for the sustainable and connected mobility of people and their goods. Founded in 1871, the technology company provides safe, efficient, smart and affordable solutions for vehicles, machinery, traffic and transportation. In 2021, Continental generated sales of €33.8 billion and currently employs more than 190,000 people in 58 countries and markets. On October 8, 2021, the company celebrated its 150th anniversary. With its premium portfolio of the division of cars, trucks, buses, two-wheelers and special tires, the Tires sector of the group provides innovative solutions in the area of tire technology. Smart products and services related to tires and the promotion of sustainability complete the product portfolio. For specialized dealers and fleet managers, the Tires sector offers digital tire monitoring and management systems, in addition to other services, with the objective of guaranteeing the operation of fleets and increasing their efficiency. With the supplied tires, Continental makes a significant contribution to safe, efficient and environmentally friendly mobility.

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