

Communications Manager (Manufacturing - Onsite in Sumter, SC)

Your tasks

Brief Summary of Position

The Plant Communications Manager is responsible for leading and executing all internal (80%) and external (20%) communication activities for the Sumter plant. This role ensures alignment with Continental's corporate, divisional, and local objectives while positioning the plant as an employer of choice and a responsible member of the community.

HOW YOU WILL MAKE AN IMPACT

- Develop and implement a comprehensive plant communication strategy to strengthen Continental's reputation and position the plant as an employer of choice and responsible community partner
- Ensure alignment of all internal and external communications with corporate, divisional, and local business objectives through close coordination with Location Communications Tire Division and central teams
- Serve as the official spokesperson for the Sumter plant and establish strong relationships with local media, authorities, institutions, and community stakeholders
- Plan, write, edit, and disseminate all plant-related communication materials, including press releases, media statements, articles, presentations, speeches, internal communications, and visual displays in compliance with corporate guidelines
- Manage and continuously improve internal communication channels (newsletters, info boards, intranet, internal TV, town halls, internal letters) to promote employee engagement and Continental's employer brand
- Develop and execute external communication initiatives and coordinate Corporate Social Responsibility (CSR) activities at the plant level
- Serve as a communication consultant to plant leadership on labor relations, employer branding, project communication, and organizational change initiatives
- Plan, develop, and execute plant communication campaigns, events, and media activities, including press conferences and community events
- Define, develop, and implement a crisis communication strategy; ensure crisis communication training for relevant teams; act as designated speaker in crisis situations
- Actively participate in central communications initiatives and cross-functional projects, and provide communication training to plant management

Follow all plant, ESH, CBS, quality, and department processes and procedures



Job ID
REF95971C

Location
Sumter

Leadership level
Leading Self

Job flexibility
Onsite Job

Legal Entity
Continental Tire the Americas, LLC

Other duties as assigned

NOTE: This job description may not be inclusive of all work required and may be updated as needed.

THE ENVIRONMENT

- Safety is our highest priority, and all safety procedures and guidelines must be followed at all times
- Required safety wear may include standard plant PPE such as safety glasses, hearing protection, and other equipment as applicable during plant presence
- This position primarily operates in a climate-controlled office environment within a manufacturing plant setting
- Occasional exposure to a non-climate-controlled production environment, including temperature variations, forklift and pedestrian traffic, and elevated noise levels
- Standard daytime schedule; flexibility may be required to support events, crisis situations, or business needs

Your profile

WHAT YOU BRING TO THE ROLE

- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or a related field
- 5 years of relevant experience in internal and external communications, media relations, employer branding, and crisis communication in a manufacturing plant
 - Providing a professional portfolio of relevant work is a required component of the application and interview process
- Strong written and verbal communication skills with the ability to tailor messaging to diverse audiences in a manufacturing plant
- Experience advising senior leadership and serving as a trusted communicator for both leadership teams and shop floor employees in a manufacturing plant
- Willingness and ability to work flexible or non standard shifts is required onsite in Sumter, SC
- Must be available and willing to work onsite in the manufacturing plant 5 days a week
- Legal authorization to work in the U.S. is required. We will not sponsor individuals for employment visas now or in the future for this job posting

ADDITIONAL WAYS TO STAND OUT

- 7 years of relevant experience
- Experience in a plant based, manufacturing, or industrial environment

THE PERKS

- Immediate Benefits

- Paid Time Off
- Tuition Assistance
- Employee Discounts, including tire discounts
- Competitive Bonus Programs
- Employees 401k Match
- Diverse & Inclusive Work Environment
- Employee Assistance Program
- Future Growth Opportunities, including personal and professional
- And many more benefits that come with working for a global industry leader!

Our offer

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 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 that develops and produces sustainable, safe and convenient solutions for automotive manufacturers as well as industrial and end customers worldwide. 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.

With its premium portfolio in the car, truck, bus, two-wheel and specialty tire segment, the Tires group sector stands for innovative solutions in tire technology. Intelligent products and services related to tires and the promotion of sustainability complete the product portfolio. For specialist dealers and fleet management, Tires offers digital tire monitoring and tire management systems, in addition to other services, with the aim of keeping fleets mobile and increasing their efficiency. With its tires, Continental makes a significant contribution to safe, efficient and environmentally friendly mobility.