

Graduate Program Marketing & Sales Sector Tires (m/f/d) - Start 01.09.2026 - REF95997C

Your tasks

Are you enthusiastic about Marketing & Sales, Logistics or eBusiness, eager to apply your digital skills, internationally minded and ready to make a significant impact in a collaborative team? If so, our 18-month program could be the ideal fit for you!

Our comprehensive program provides a deep dive into the tire industry, our company, our marketing & sales strategy, as well as our digitalization scope. You'll gain extensive exposure to diverse local and central departments within our Business Area EMEA, offering ample opportunities to contribute actively and grow. You will enjoy high visibility and the chance to leverage your digital expertise from the get-go.

What You'll Do:

Phase 1: Home market Germany (8 months) - Build Your Foundation

- Familiarize yourself with Continental and our Business Area EMEA in your home market Germany
- Develop valuable relationships with stakeholders and both internal and external customers
- Contribute to the department in your home market

Phase 2: International Market Stay (6 months) - Expand Your Horizons

- Continue your skills development in another international EMEA market in a new team and functional area (e.g., Marketing, eCommerce, Digital Solutions, Business Intelligence, Pricing,...)
- Expand your understanding of global market operations by collaborating with teams across different regions
- Acquire knowledge and connections with central functions teams
- Gain valuable knowledge, network and expertise for "your" home market
- Contribute to a high impact Graduate Pool project

Phase 3: Home Market Germany (4 Months) - Shape Your Future

- Return to your home market Germany and start working towards your future permanent position
- Leverage everything you've learned to hit the ground running and make an immediate impact

Your profile

- Bachelor's or Master's degree in business studies, economics, informatics, or a related field from a recognized university
- Interest in Marketing & Sales, in international collaboration, and a



Job ID
REF95997C

Field of work
Marketing and Sales

Location
Hanover

Leadership level
Leading Self

Job flexibility
Hybrid Job

Contact
Dana Brötje

Legal Entity
Continental Reifen Deutschland GmbH

long-term career in our global organization

- Hands-on experience from internships or working student positions that demonstrate your drive and adaptability
- Fluency in spoken and written English and German
- Sharp analytical and structured thinking abilities - you thrive on breaking down complex challenges and creating innovative solutions
- Digital-first mindset with proven proficiency in digital skills and a passion for strategically leveraging digital technologies and IT solutions
- Proven intercultural experience and mobility - you have worked or studied abroad and are excited about working abroad during the Graduate Program

Applications from severely handicapped people are welcome.

Our offer

- **Attractive Compensation:** You will receive a salary based on the collective agreement of the chemical industry, including an annual pay and vacation bonus – transparent, fair, and future-oriented.
- **Flexibility that fits your life:** Whether mobile working, part-time models, flexible working hours, or sabbaticals – together we find a working model that suits your individual needs.
- **Time off that truly matters:** Enjoy 30 days of paid vacation per year – plus three additional days off for individual use as part of our “Future Value” program.
- **Secure your future:** With our company pension plan, we already invest today in your financial security of tomorrow.
- **Career with perspective:** We actively support you in shaping your career through individual trainings, access to learning platforms such as LinkedIn Learning, and a wide range of development opportunities.
- **Borderless opportunities:** As an EU citizen, you can work remote from other EU countries for up to 40 days per year – offering greater freedom and international flexibility.
- **Exclusive employee benefits:** Take advantage of attractive discounts and a wide range of employee benefits.
- **Stay fit – nationwide:** With our comprehensive range of health and wellness initiatives, you stay active – wherever you are in Germany.
- **Sustainable mobility:** Use our “JobRad” bike leasing program and secure your preferred bicycle at attractive conditions – for more fitness, climate protection, and enjoyment on your daily commute.
- **A family-friendly culture:** We support you with various offers that help balance work and family life, such as on-site childcare places and free emergency childcare services.
- **Support when it matters most:** The Fürstenberg Institute provides you with a confidential external point of contact for professional advice and support in both personal and professional matters.
- **A work environment that embraces diversity:** Look forward to working in a diverse and international environment through collaboration with our global locations.

For more information about the employee benefits you can expect at Continental, please visit our [benefits page](#).

If you would like to learn more about our location, feel free to visit our

site page: [Continental Hannover Stöcken / Hannover Corporate Headquarters](#).

[Diversity, Inclusion & Belonging](#) are important to us and make our company strong and successful. We offer equal opportunities to everyone - regardless of age, gender, nationality, cultural background, disability, religion, ideology or sexual orientation.

If this sounds like a perfect match for you and if you want to become the next supporter of our core values: **Trust, for one another, passion to win and freedom to act** - we are looking forward to receiving your application.

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.