

Digital Marketing Specialist - CTBC

Your tasks

Responsibilities

Strategy & Campaigns

- Develop and implement comprehensive digital marketing strategies aligned with company and brand objectives.
- Plan, manage, and optimize integrated multi-channel campaigns (Website, SEO/SEA, Paid Social, Email, Content, Marketing Automation).
- Translate business objectives into effective customer journey, funnel, and touchpoint concepts.

Performance & Management (Focus)

- Continuously monitor the performance of key KPIs (e.g., Conversion, ROI, ROAS, CAC).
- Identify and implement data-driven optimization measures (A/B testing, funnel & UX optimization).
- Prepare reports and presentations for management and stakeholders.

Content & Channels

- Responsible for content strategy, editorial planning, and channel-appropriate implementation.
- Manage SEO and SEA activities, including keyword and performance strategy.
- Ownership of digital channels and domains, ensuring a consistent brand message.

Collaboration & Innovation

- Close collaboration with brand, sales, product management, design, and IT teams.
- Manage external agencies, freelancers, and tool partners.
- Actively monitor digital trends and (Marketing and AI) tools, integrating them pragmatically.

Your profile

Professional Skills

- Experience with analytics, tracking, and performance tools (e.g., GA4, Ads Manager, Marketing Automation).
- Strong knowledge of SEO, SEA, Paid Social, Content Marketing, and Marketing Automation.
- In-depth understanding of customer journeys, funnels, and conversion optimization.
- Confident handling of KPIs, reporting, and data-driven decision making.



Job ID
REF96167N

Field of work
Marketing and Sales

Location
Timișoara

Leadership level
Leading Self

Job flexibility
Hybrid Job

Legal Entity
ContiTech Thermopol Romania S.R.L.

Technical Skills

- Strong affinity for technology !
- Hands-on experience or strong interest in marketing automation and CRM systems (e.g., Salesforce).
- Experience with CMS systems (e.g., TYPO3, Adobe AEM, Salesforce) and solid understanding of UX and web fundamentals.
- Openness and competence in using AI-powered marketing tools.

Experience & Personality

- Completed degree in marketing, communications, media, business or equivalent qualification.
- At least 5 years of relevant professional experience in digital marketing.
- Analytical and creative mindset, hands-on attitude, and clear sense of ownership.
- Strong communication and stakeholder management skills.
- Structured work and team player, Hands-on mentality
- Excellent English skills, both written and spoken.

Our offer

What we offer:

The 13-th salary - Paid once a year, in December;

Meal tickets - With a value of 40 Ron;

Hybrid schedule - Work-life balance is important, so we offer a flexible schedule. Please agree on this with your superior;

Private Health Insurance - Health is the most important, so we offer you a medical subscription through Signal Iduna;

Referral bonuses - We encourage colleagues to refer new candidates to us and, at the same time, to get the chance to receive a bonus;

Bookster - Feed your body and your mind. You can borrow books and you'll receive them at the office;

Sports benefits - It's important to stay active, so we offer you the 7Card;

Discounts at our partners - We collaborate with different vendors, and we receive discounts for various products/ services like rubbers, restaurants, kindergartens, etc;

System for Rewarding Improvement Ideas - We have an internal improvement program (Continental Idea Management) that gives you the opportunity to come up with ideas and to be honored with an attractive bonus (this is established by the CIM team according to your improvement idea);

Happy days - If you or your child is getting married, or you become a parent, you receive some extra free days;

Life events celebration - If your family is growing, we praise your newborn with a bonus;

Unfortunate events - In case of unhappy events in your life, we support you by offering you free days and financial support (handled on a case-by-case basis);

Extra vacation days - You begin with 22 vacation days/year, and starting with the 3rd year with us, we offer you 1 more day of vacation and, afterward from 2 to 2 years you'll get one more extra day (the maximum you can achieve is 27);

Professional development - Many opportunities to develop yourself within the company;

Diversity and multicultural mindset - We encourage you to join us no matter who, where, or what you are. We have colleagues from different nations and a variety of languages are spoken in our company.

Ready to drive with Continental? Take the first step and fill in the online application.

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About us

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, 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.

The ContiTech group sector develops and manufactures, for example, cross-material, environmentally friendly and intelligent products and systems for the automotive industry, railway engineering, mining, agriculture and other key industries. Guided by the vision of “smart and sustainable solutions beyond rubber,” the group sector draws on its long-standing knowledge of the industry and materials to open up new business opportunities by combining various materials with electronic components and individual services.