

Trade MKT Specialist

Your tasks

Responsibilities:

- Develop and execute personalized marketing plans for key accounts, ensuring consistent follow-up and alignment with organizational objectives.
- Monitor client bookings and performance metrics corresponding to marketing programs, investments, and sell-out results to drive continuous improvement.
- Design and implement promotional campaigns grounded in comprehensive sell-out analysis and commercial objectives.
- Establish and analyze key performance indicators (KPIs) to measure campaign effectiveness across assigned channels and provide actionable insights.
- Execute plans derived from commercial forecasts and promotional calendars, ensuring timely and accurate implementation.
- Oversee loyalty programs and incentive structures for both B2B and B2C channels to maximize customer engagement and retention.
- Coordinate B2B events and training sessions for business partners, ensuring professional execution and measurable outcomes.
- Supervise the implementation of merchandising and point-of-purchase (POP) materials across retail locations, maintaining compliance with brand standards.
- Administer merchandising inventory and resources assigned to channels in accordance with corporate guidelines, including rigorous tracking of inputs, outputs, and supporting documentation.
- Develop and execute strategic initiatives to increase sell-in performance across assigned channels.
- Prepare purchase orders and manage the approval process, ensuring proper allocation to communication budgets.
- Create and manage communication budgets aligned with planned activities and channel requirements.
- Conduct monthly budget reviews with the Controlling department to monitor expense application, open purchase orders, and overall fiscal compliance.
- Ensure adherence to Business Ethics protocols applicable to marketing activities, including events, hospitality, and gift management.
- Maintain strict compliance with brand guidelines and standards at all points of sale.



Job ID
REF96351W

Field of work
Marketing and Sales

Location
Santiago de Querétaro

Leadership level
Leading Self

Job flexibility
Hybrid Job

Legal Entity
Continental Tire de México, S. de R.L. de C.V.

Your profile

Required Qualifications:

- Bachelors Degree in following field (Marketing, Business management, Industrial Engineering or related).
- 3-5 years of experience in trade Marketing, Retail or Automotive industries.

- English Intermediate Level.
- Analytical and KPI Management Expertise: Strong competency in data collection, analysis, and interpretation to establish and monitor key performance indicators, driving continuous improvement and informed decision-making.
- Sell-In, Sell-Out, and Market Knowledge: Comprehensive understanding of sell-in and sell-out strategies, client segments, and competitive landscape to develop and execute initiatives that drive sales growth.
- Project Management and Negotiation Skills: Demonstrated expertise in applying project management methodologies and negotiating effectively across internal functions and with external vendors and customers.
- Customer-Centric Orientation and Teamwork: Strategic approach to business operations that prioritizes exceptional customer experiences while fostering collaborative team environments and active colleague engagement.
- Business Ethics and Brand Compliance: Strict adherence to corporate ethics protocols and brand guidelines in all marketing activities, events, and business dealings.

Our offer

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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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 2022, Continental generated sales of €39.4 billion and currently employs around 200,000 people in 57 countries and markets.