

Marketing Analyst - Merchandise Operations

Your tasks

HOW YOU WILL MAKE AN IMPACT

The Continental Marketing team is looking for a Merchandise Operations / Partnership Marketing Analyst to join our team in support of the Continental and General Tire brands. As part of the marketing team, the Partnership Marketing Analyst will foster a strong relationship with Continental's sales team and work closely with the Marketing, Creative, Content & Communications to create best-in-class marketing solutions for our dealer partners.

The Partnership Marketing Analyst will be responsible for managing internal and external projects while collaborating with Continental's various internal departments, sales team and dealer network. The Partnership Marketing Analyst will also be responsible for developing and managing marketing focused relationships with identified Continental customers.

The ideal candidate must be able to work in a fast-paced, team-oriented environment where creativity, a positive attitude and passion are valued. Must have the ability to prioritize while multi-tasking and handle pressure with adherence to quality and deadlines while maintaining a high level of professionalism, courtesy and ethics.

Core Responsibilities:

- Execute, communicate, and monitor B2B marketing efforts such as (product information, sales tools, dealer support, and marketing assets) across multiple internal and external platforms.
- Help develop sourcing and merchandising strategies and execute that strategy throughout our sales and dealer network while adhering to project schedules, communication plans and managing marketing materials for promotions across multiple departments.
- Provide monthly reporting on B2B KPIs across the full operations of the internal and external platforms to determine actionable insights on utilization, inventory, budgeting, and engagement.
- Research and understand the industry competitive landscape and create proposals as it pertains to sales and dealer support.
- Own day-to-day operations of Dealer Marketing Suite (digital storefront supporting our B2B channel with marketing, sales, and dealer resources) and partner cross-functionally to drive enhancements and adoption of current and future marketing tools.
- Contribute to the development and oversee production, warehousing and fulfillment of assets for promotions, product, and other marketing materials.
- Manage multiple vendor partners (print/production/fulfillment), including relationship management, required documentation, and spend tracking/reporting for promotions, marketing tools, and



Job ID
REF96402S

Field of work
Marketing and Sales

Location
Fort Mill

Leadership level
Leading Self

Job flexibility
Onsite Job

Legal Entity
Continental Tire the Americas, LLC

product launches.

- Collaborate with Continental's internal teams (product management, pricing, customer service, sales, marketing) to achieve timely completion and accurate execution of projects and strategic initiatives.
- Identify areas of opportunity, working with sales, to improve utilization of already existing marketing tools such as salesman incentive programs, partnership marketing programs, and warranty programs.
- Conduct research to gather valuable information regarding current and new solutions that can help Continental's engagement with its customers, such as digital solutions, enhancements, or operational improvements that consider new market trends (Examples: QR Code utilization, mobile applications, eCommerce best practices, AI tools, etc.)
- Responsible for aligning and executing B2B marketing newsletters to internal and external stakeholders.

Additional Responsibilities:

- Manage communications to sales team for dealer support updates and initiatives
- Coordinates between dealer needs with internal/external production schedules for ease and economies of scale
- Develop/upkeep of product specific consumer/B2B promotional materials
- Responsibility for invoices, POs and tracking of marketing material spend related to DMS and special projects

Your profile

WHAT YOU BRING TO THE ROLE

- Bachelor's in marketing, sales, communications or related
- 2+ years' experience in partner/dealer support, marketing, or sales
- Vendor management experience
- Prior analytical and reporting experience
- Proficiency in Microsoft Office applications
- Mid-level excel skills (v-lookup, pivot reports, formulas)
- Ability to listen and work collaboratively with team members from various customers as well as internal marketing, sales, product development and legal functions
- Exceptional verbal and written communication skills, with a professional and polished style
- Legal Authorization to work in the US is required. We will not sponsor individuals for employment visas now or in the future for this job opening

ADDITIONAL WAYS TO STAND OUT

- 5+ years of relevant professional experience in sales, marketing, or business analytics
- Automotive Industry experience
- Strong project management skills with attention to detail (PMP certification preferred)

- Strong analytical mindset with the ability to interpret data, identify trends, and make data-driven recommendations
- Excellent interpersonal skills and a collaborative, solution-oriented approach
- Working knowledge of print, creative work, production and fulfillment of physical merchandise, including end-to-end ordering and vendor management

Our offer

THE PERKS

- Immediate Benefits
- Robust Total Rewards Package
- Paid Time Off
- Volunteer Time Off
- Tuition Assistance
- Employee Discounts, including tire discounts
- Competitive Bonus Programs
- Employee 401k Match
- Diverse & Inclusive Work Environment with 20+ Employee Resource groups.
- Hybrid Work
- Employee Assistance Program
- Future Growth Opportunities, including personal and professional
- And many more benefits that come with working for a global industry leader!

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. 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.