

Graduate Program Marketing & Sales - Original Equipment (m/f/d) - REF96647C

Your tasks

Are you passionate about people, sales and vehicles, eager to apply your technical and digital skills, internationally minded and ready to make a significant impact on a collaborative team? Are you looking to start your long-term career in a global organization with strong exposure to the Original Equipment (OE) business and digitalization? If so, this program is for you!

Within our 18 month **Marketing & Sales Graduate Program** (Technical & Digital Focus), we offer a structured introduction to technical customer interaction across local and global teams, with a strong deep dive into tires as a product, OEM customers, and digital solutions. You will work on real projects, gain insights into technical customer environments, spend six months abroad, and prepare for a long-term career within our organization - for example, as an Automotive Engineer within the OE Equipment Key Account Management (KAM) team.

Phase 1: Home Location - Build Your Foundation

- Immerse yourself in Continental's culture and our OE KAM operations, with a particular focus on technical products, OE customers, and digital applications in your home location
- Gain insights into tire application development in connection with individual vehicle projects
- Take ownership of meaningful projects that directly contribute to our strategy and digital initiatives
- Build authentic relationships with key stakeholders, internal teams, and external partners who will become part of your professional network
- Apply your digital expertise to solve real business challenges and drive measurable results

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

- Continue developing your skills in a new team and functional area, either at an EMEA production location and/or a digital solutions hub
- Expand your understanding of global operations by collaborating with teams across different regions
- Engage in cross-functional initiatives that support both local and central business objectives
- Contribute to a high-impact Graduate Pool project
- Develop a global and cross-functional perspective that sets you apart in your career

Phase 3: HQ Return - Shape Your Future

- Return to your home location and start working towards your future permanent position



Job ID
REF96647C

Field of work
Trainee Initiatives

Location
Hanover

Leadership level
Leading Self

Job flexibility
Hybrid Job

Contact
Philipp Meinen

Legal Entity
Continental Reifen Deutschland GmbH

- Leverage everything you have learned to hit the ground running and make an immediate impact
- Solidify your technical knowledge of tires and digital applications

Your profile

- Bachelor's or Master's degree in Engineering, Business Engineering or a related field from a recognized university
- Interest in **People, Sales and vehicles** in international collaboration, and a long-term career in our global organization
- Hands-on experience from internships or working student positions that demonstrate your drive and adaptability
- Sharp analytical and structured thinking abilities - you thrive on breaking down complex challenges and creating innovative solutions
- Strong digital-first mindset, solid digital expertise, and a pronounced passion for technical topics, paired with the ability to strategically harness innovative IT and digital solutions
- Fluency in English, local language of hiring market preferred
- 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](#).

[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.

#LI-CS2

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 2024, the Tires group sector generated sales of 13.9 billion euros. Continental's tire division employs more than 57,000 people worldwide and has 20 production and 16 development sites.