

CN – Tires – Social Communication Specialist

Descrição da função

- Yearly social strategy developed
- Manage and maintain the social official accounts of CO, GT and other own tire brands on main social media platforms, according to company multi-brand business strategy
- Develop and launch new social official accounts on promising social media platforms. ▪ Create high-quality social content regularly according specific content including but not limited to website, social media and EC platform with various creative form
- Integrate and sort out current content materials of both product info and brand message of CO, GT and other own tire brands
- Plan and organize Social/Marketing campaign according to specific communication direction and yearly business strategy.
- Support seasonal digital campaign, including but not limited to content adaptation, communication on own media and website, social traffic drive to follow up digital campaign KPI achievement.
- Manage and maintain official websites of CO, GT, VK and other own tire brands including but not limited to content update, function operation, EC conversion and ICP authentication, with collaboration with APAC/Central Web team and IT/BS department.
- Support content request from other functions or interdepartmental projects and provide BI/VI suggestions for content production of other functions including but not limited to system building, UI design, VI check
- Manage internal communication through Horse Express for marketing activities and support other functions through own internal communication tools



Identificação da vaga
REF96825R

Área funcional
Marketing and Sales

Local
Xangai

Nível de liderança
Leading Self

Modalidade de trabalho
Onsite Job

Pessoa jurídica
Continental Tires Co., Ltd.

Requisitos

- BA in business or literature,
- Good in English and communication Above 2 years experiece in online communication, especially social media
- Good at topic planning and sense of humour
- Familiarity with SEO, SEM, web analytics, and affiliate programs;
- Understanding in internet best practice and trends; Above 2 years experience in project or process management
- Advanced experience in cooperation with external customers and vendors Able to handle short time project independently Muliti-international company working or cooperation experience
- Having personal social brand is preferred;
- Favor of football and driving is preferred;

O que oferecemos

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Quem somos

德国马牌轮胎自 1871 年成立以来，一直以不断创造前沿科技和高端品质体验完美结合的轮胎产品享誉全球。作为全球最大的轮胎制造商之一，德国马牌轮胎始终致力于为消费者提供更安全、智能、可持续的驾乘体验。2025年，德国马牌轮胎在全球54个国家拥有约78,000名员工，并创造出197亿欧元的销售额。

2006年，德国马牌轮胎乘用车与轻卡车胎业务正式进入中国市场，并迅速以其精湛的德国工艺和值得信赖的品质独树一帜。德国马牌轮胎的零售网络遍布全国，凭借安全与领先的德国科技，德国马牌轮胎为合作伙伴创造价值，为消费者带来卓越的驾乘体验。

*大陆马牌轮胎在中国市场以德国马牌注册并著称