

## CN - Tires - Social Communication Specialist

### 工作职责

- 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



职位号码  
REF96825R

工作职能  
市场营销与销售

所在地  
上海市

领导力级别  
个人贡献者

工作场所灵活度  
现场办公

法律实体名称  
Continental Tires Co., Ltd.

### 职位要求

- BA in business or literature,
- Good in English and communication Above 2 years experience 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;

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\*大陆马牌轮胎在中国市场以德国马牌注册并著称