

Sr Content and Communications Specialist - General Tire

Your tasks

HOW YOU WILL MAKE AN IMPACT

The Sr. Content & Communications Specialist plays a pivotal role within the Content & Communications team. This position blends analytical, data-driven thinking with creative vision to develop and execute compelling content across General Tire's social media channels, website, email campaigns, partnerships, product launches, promotions, and events. Beyond producing high quality content, the specialist is expected to stay ahead of emerging trends and continuously push for innovation that elevates the General Tire brand and its products.

The ideal candidate is a proactive self starter and fast learner who thrives in a fast paced, highly collaborative environment. Success in this role requires the ability to prioritize effectively, manage multiple projects simultaneously, and perform under pressure consistently delivering polished, professional work.

- Create and execute:
 - Content strategy plans
 - E-mail campaigns
 - Social channels
 - Website content
 - Partnerships
 - Video content
 - Influencer/sponsorship program
 - Develop pitches & strategy briefs, execution, evaluating, and reporting
 - Product launches
 - Promotions
 - Crisis communication plan
- Apply data, analytics, and audience insights to refine messaging strategies, optimize content performance, and improve engagement across communication channels.
- Copywriting and editing for press releases, internal communications, social media, product information, websites, scripts, etc...
- Grow & maintain relationships with key internal/external partners, such as:
 - Agencies
 - Motorsports partners
 - Product planning
 - Sponsored properties
 - Trade publications
- Handle media requests for interviews, statements, etc.
- Plan/manage contracts & budgets



Job ID
REF97027H

Field of work
Marketing and Sales

Location
Fort Mill

Leadership level
Leading Self

Job flexibility
Hybrid Job

Legal Entity
Continental Tire the Americas, LLC

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Your profile

WHAT YOU BRING TO THE ROLE

- Bachelor's degree in Marketing, Communications, Public Relations or a related field
- 5+ years of related professional work experience
- Experience with managing various social media platforms for business use
- Working knowledge of social media management platforms such as Sprout or HootSuite
- Proven ability to develop and implement effective communications plans
- Superior communication, attention to detail, multi-tasking, and time management skills
- Excellent writing and editing skills
- General knowledge of design process
- Expertise and understanding of how to develop relationships with traditional and new media
- Able to travel up to 10-15% when needed
- 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
- Can offer a relocation package if needed

ADDITIONAL WAYS TO STAND OUT

- Understanding of photography/videography
- 7+ years of related work experience

Our offer

All your information will be kept confidential according to EEO guidelines.

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!

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.