

# Head of Digital Marketing, APAC

## Your tasks

Define Create and Implement digital strategy for APAC region, in liason with Head of Marketing, marketing manager/ markets GM in each market.

Understand market trends , competitive environemnt , technology, digital product evolution and eco system development Understand the maturity level of social and digital techonlogies and act as the subject matter expert to provide advise and ideas across multiple activites within the defined regions

Understand global digital strategy and roadmap, define and build APAC BA digital strategy and roadmap for 3-5 years, enable APAC BA quick response to the digital evolvment and be able to use quick win solution in the competition.

Lead and implement digital solution/ tools be understood and implementing in markets, continuously improving the quality to obtain customer satisfaction with deep customer insights.

Build high impact and competent digital solution team in APAC BA, support to build markets digital competence with training, coach, and assists. Develop process of markets digital solution approval, define involved approval stakeholders, ensure APAC digital products development in efficient and integrated direction.

Support Market to study, build uses case, develop new digital tools according to the market situation and APAC strategy

## Your profile

University degree in business , marekting , computer science with working experiences in digital medium eg agency or lead in B2B/B2C environment

3-5 years with Focus on Digital social media , within and agnecy or multinational companies.

Affinity with the digital landscape and eco sytems within the defined markets and Interest for new trends within this area

Sense in project management Open and clear Communication, deliver passion and commitment to Steer the team members

Fluent English( in written and oral) , other Asian language will be a plus.

International working experience benefit



Job ID  
**REF97633D**

Location  
**Shanghai**

Leadership level  
**Leading People**

Job flexibility  
**Onsite Job**

Legal Entity  
**Continental Tires Co., Ltd.**

## **Our offer**

Ready to drive with Continental? Take the first step and fill in the online application.