

Marketing Intern - Bicycle Tire

Your tasks

Position Overview:

Continental is seeking a highly organized and proactive **Marketing Intern** to support our growing Bicycle Tires Division in the Americas. This role is ideal for someone who thrives in a fast-paced environment, enjoys working collaboratively. Knowledge of cycling is a must. The position requires excellent verbal and written skills and a nearly obsessive focus on process and organization. The Marketing Intern will play a key role in ensuring smooth operations across athlete engagement, media orders, contracts, purchasing, and event planning - contributing directly to Continental's strategic growth in the Americas region.

Key Responsibilities:

- **Event Assistance:**
 - Work with marketing manager and event company to assist in planning events across the Americas.
 - Assist event company to ensure activation components are ordered including but not limited to giveaways, event display materials, tires, etc.
 - Assist with setting up athlete activation, and contract fulfillments as outlined by event agreements.
 - Help identify key events and regional opportunities that align with Continental's strategic goals.
- **Athlete, Media & Sponsor Support:**
 - Coordinate tire orders for athletes, media partners, and sponsors.
 - Track contract, vendor approval, and PO process to ensure timely delivery.
- **Contract Management Support:**
 - Help track contract approval
 - Manage electronic signature workflows via DocuSign.
- **Procurement & Financial Tracking:**
 - Assign and monitor purchase orders.
 - Track invoices to ensure timely payment and assist in resolving discrepancies.
- **Strategic Growth & Influencer Engagement:**
 - Research and recommend cycling events and regions with high growth potential.
 - Identify and engage with athletes, ambassadors, and influencers who align with Continental's brand values.

Potential Areas for Contribution and Growth

- Website Management
- Project Management
- Athlete Management



Job ID
REF97806W

Field of work
Marketing and Sales

Location
Fort Mill

Job flexibility
Remote Job

Legal Entity
Continental Tire the Americas, LLC

Your profile

Qualifications:

- Student currently enrolled in a U.S. accredited degree program for at least another 12 months and willing to dedicate 12 months toward internship
- Working toward a Bachelor's or Master's degree in Marketing, Public Relations, Communications, Sports Marketing, or Business
- Available to work a minimum of 20 hours per week during normal business hours (Mon-Fri)
- This is a hybrid role and must be willing to commute to Golden, CO 1 day per week
- Must have and maintain a minimum GPA of a 2.8 or higher
- Strong organizational and time management skills with the ability to prioritize multiple tasks
- Proficiency with Microsoft Office Suite (Word, Excel, Outlook)
- Excellent written and verbal communication skills
- Detail-oriented with a commitment to accuracy in all work
- Ability to work collaboratively with team members across departments
- Analytical mindset with problem-solving abilities
- Professional demeanor and reliability
- Ability to travel to 1 to 2 events per year to gain experience and cycling knowledge
- Ability to lift 50 Lbs

Our offer

Based in Denver, CO area

Pay: Sophomore \$17 per hour, Junior \$19 per hour, Senior \$20 per hour, Graduate \$24 per hour

THE PERKS

- Immediate Benefits
- Robust Total Rewards Package
- Paid Time Off
- Volunteer Time Off
- Tuition Assistance
- Company vehicle
- Employee Discounts, including tire discounts
- Sales Incentive Bonus Program
- Employees 401k Match
- Diverse & Inclusive Work Environment with 20+ Employee Resource groups.
- Remote 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

THE COMPANY

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.