

Sponsorship & Partnerships Specialist (Temporary Contract)

Your tasks

About the Role

We are looking for a motivated Sponsorship & Partnerships Specialist to join our Global Marketing team on an initial 6-month fixed-term contract, with the possibility of extension up to 12 months. Reporting to the Head of Partnerships, you will support the planning, execution, and governance of sponsorship and partnership activities across multiple markets.

This role offers an excellent opportunity for a marketing professional with experience in sponsorships and partnerships to contribute to high-impact initiatives within a global brand environment.

Key Responsibilities

Sponsorship & Partnership Management

- Support the development and execution of sponsorship and partnership initiatives.
- Coordinate activation plans and ensure timely delivery of agreed rights, assets, and deliverables.
- Assist in managing relationships with rights holders, sponsorship agencies, and external partners.

Project Coordination

- Coordinate sponsorship projects, timelines, budgets, and approvals.
- Support the implementation of sponsorship governance processes and tools.

Performance & Reporting

- Monitor sponsorship activities and collect performance data.
- Support partnership evaluations and ROI assessments and prepare reports

Stakeholder Collaboration

- Collaborate with regional marketing teams, agencies, and external



Job ID
REF98045P

Location
Madrid

Leadership level
Leading Self

Job flexibility
Hybrid Job

Legal Entity
Continental Tires Espana S.L.

partners.

- Ensure sponsorship activities align with brand guidelines and business objectives.

Your profile

Qualifications

- **Fluent English is essential, as all work will be conducted 100% in English.**
- Degree in Marketing, Business, Communications, Sports Management, or a related field.
- Strong organizational, communication, and stakeholder management skills.
- Ability to manage multiple projects and priorities simultaneously.

Experience

- Experience in sponsorship, partnerships, sports marketing, entertainment marketing, event sponsorship, or rights holder management.
- Experience supporting the planning and execution of sponsorship activation programs.
- Experience working with rights holders, federations, clubs, event organizers, sponsorship agencies, or commercial partners.
- Experience coordinating sponsorship rights, assets, contractual deliverables, and stakeholder engagement activities.
- Experience working in an international environment is considered an advantage.

Our offer

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

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About us

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded

in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2021, Continental generated sales of €33.8 billion and currently employs more than 190,000 people in 58 countries and markets. On October 8, 2021, the company celebrated its 150th anniversary.

With its premium portfolio in the car, truck, bus, two-wheel and specialty tire segment, the Tires group sector stands for innovative solutions in tire technology. Intelligent products and services related to tires and the promotion of sustainability complete the product portfolio. For specialist dealers and fleet management, Tires offers digital tire monitoring and tire management systems, in addition to other services, with the aim of keeping fleets mobile and increasing their efficiency. With its tires, Continental makes a significant contribution to safe, efficient and environmentally friendly mobility.