

CN – Tires – Learning Innovation Specialist

Ihre Aufgaben

- Develop and maintain learning roadmaps for multi-channel learners, aligning with the overall business strategy and training needs.
- Define and track Key Performance Indicators (KPIs) for training effectiveness, leveraging data to drive strategic decisions and budget proposals.
- Generate regular insights reports on learner engagement, content effectiveness, and ROI for stakeholders
- Utilize data to identify skill gaps and propose new training initiatives to address them. ▪ Develop and execute a comprehensive online training content strategy for multi-channel learners.
- Lead the transformation of offline training content into engaging digital formats and the design of new, innovative online learning modules.
- Oversee the deployment of all online training content, continuously gathering user feedback to iterate and enhance the learning experience and platform usability.
- Develop and implement promotion plans to key training content and activities across the distributor and retail network ▪ Establish and facilitate a "Trainer Innovation Network" to share best practices, foster co-creation, and build capability among trainers.
- Plan and implement train-the-trainer programs and transfer training capability of key training programs to Sales team.
- Incubate guest trainer pool from elites of Conti retailers and organize training and sharing among network. ▪ Analyze requirements and spearhead the innovation of training material formats (e.g., interactive courseware, videos, digital tools) to maximize engagement and knowledge retention.
- Manage and coordinate internal stakeholders and external vendors to ensure the high-quality and timely production of all online and offline training materials.
- Establish and maintain quality standards and production processes for all training assets. ▪ Monitor, analyze, and report on the latest trends in learning methodologies and educational technology.
- Research and disseminate best practices in training from within and outside the tire industry, recommending and piloting viable innovations for adoption. ▪ Initiate innovative training project to drive training effectiveness and impact
- Implement project management for training related project

Ihr Profil

College degree or equivalent, preferably Marketing or Commercial or Engineering background, Bachelor degree of business or management is a plus.

5 years of learning design, content development or e-learning



Job ID
REF98454V

Arbeitsbereich
Projektmanagement

Standort
Shanghai

Leadership Level
Leading Self

Job Flexibilität
Onsite Job

Ansprechpartner
Susan Zang

Rechtliche Einheit
Continental Tires Co., Ltd.

project management experience. Working experience in foreign company or automotive or auto parts industry is a plus.

Unser Angebot

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