

CN – Tires – Learning Innovation Specialist

Náplň práce

- 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



ID pozície

REF98454V

Pracovná oblasť

Projektový manažment

Miesto práce

Šanghaj

Úroveň vedenia ľudí

Leading Self

Flexibilita

Onsite Job

Kontakt

Susan Zang

Právnická osoba

Continental Tires Co., Ltd.

Profil kandidáta

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

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

Čo ponúkame

您愿意与我们共同驾驭未来吗？即刻填写在线申请吧！

O nás

德国马牌轮胎自 1871 年成立以来，一直以不断创造前沿科技和高端品质体验完美结合的轮胎产品享誉全球。作为全球最大的轮胎制造商之一，德国马牌轮胎始终致力于为消费者提供更安全、智能、可持续的驾乘体验。2025年，德国马牌轮胎在全球54个国家拥有约78,000名员工，并创造出197亿欧元的销售额。

2006年，德国马牌轮胎乘用车与轻卡车胎业务正式进入中国市场，并迅速以其精湛的德国工艺和值得信赖的品质独树一帜。德国马牌轮胎的零售网络遍布全国，凭借安全与领先的德国科技，德国马牌轮胎为合作伙伴创造价值，为消费者带来卓越的驾乘体验。

*大陆马牌轮胎在中国市场以德国马牌注册并著称