

Employer Branding Specialist - Tires

Your tasks

We are looking for a creative, proactive, and results-driven **Employer Branding Specialist** to help strengthen our reputation as an employer of choice. In this role, you will develop and execute employer branding initiatives that attract top talent, enhance employee advocacy, and showcase our culture, values, and career opportunities.

You will work closely with Talent Acquisition, HR, Marketing, and Communications teams to create compelling campaigns and meaningful experiences that support both recruitment and employee engagement objectives.

Key Responsibilities

Employer Brand Strategy

- Develop, implement, and continuously improve the company's employer branding strategy aligned with business and talent acquisition objectives.
- Support the development and promotion of the Employer Value Proposition (EVP) across internal and external audiences.
- Ensure consistent employer brand messaging across all recruitment and communication channels.

Talent Attraction & Recruitment Marketing

- Create and execute talent attraction campaigns to increase awareness of the company as an employer of choice.
- Partner with Talent Acquisition and HR teams to promote open positions and attract qualified candidates.
- Develop recruitment marketing materials, including job advertisements, career site content, videos, employee testimonials, and promotional campaigns.
- Manage employer branding initiatives to support hiring for strategic and hard-to-fill roles.

Content Creation & Digital Presence

- Create engaging content for social media, career websites, internal communication channels, and employer branding campaigns.
- Manage and optimize the organization's presence on platforms such as LinkedIn and other relevant channels.
- Coordinate storytelling initiatives highlighting employee experiences, company culture, diversity, and career opportunities.
- Collaborate with marketing and communications teams to maintain brand consistency.

Employee Engagement & Advocacy

- Build employee ambassador programs to encourage authentic employee advocacy.



Job ID
REF98886P

Field of work
Human Resources

Location
Timișoara

Leadership level
Leading Self

Job flexibility
Onsite Job

Legal Entity
S.C. Continental Automotive Products S.R.L.

- Partner with internal stakeholders to identify and share success stories, achievements, and workplace initiatives.
- Support employee engagement activities that strengthen the employer brand internally and externally.

Events & External Partnerships

- Coordinate employer branding activities at career fairs, university events, industry conferences, and networking events.
- Develop relationships with universities, professional associations, and external partners to strengthen employer visibility.
- Represent the company at talent attraction and branding events when required.

Analytics & Reporting

- Monitor and measure employer branding effectiveness using key performance indicators (KPIs) and analytics.
- Analyze candidate and employee feedback to identify opportunities for improvement.
- Provide regular reports and recommendations to stakeholders regarding brand awareness, engagement, and recruitment marketing performance.

Your profile

- Bachelor's degree in Human Resources, Marketing, Communications, Business Administration, Public Relations, or a related field.
- Minimum 3 years of experience in employer branding, recruitment marketing, talent acquisition, communications, marketing, or related roles.
- Experience developing and executing branding or engagement campaigns.
- Strong understanding of employer branding principles and recruitment marketing strategies.
- Excellent written, verbal, and presentation skills.
- Strong storytelling and content creation abilities.
- Knowledge of social media platforms, digital marketing tools, and employer review platforms.
- Experience creating engaging campaigns for diverse target audiences.
- Experience working with cross-functional and multicultural teams.
- Advanced English level.
- Proficiency in Microsoft 365 applications.
- Experience with social media management and analytics tools.
- Basic knowledge of graphic design tools is an advantage.
- Creative and innovative mindset.
- Strong project management and organizational skills.
- High level of initiative, adaptability, and attention to detail.

Our offer

- 13th salary;
- Performance bonus;
- Christmas & Easter bonus;

- Seniority bonus;
- Flexible working time;
- Competitive salaries & benefits;
- Health & wellness (Life Assurance, Private Health and Dental Insurance, Sport activities, Canteen, 24/7 Helpline with Psychologists etc.);
- Different discounts (tires, glasses, medical, shopping, etc.);
- Relocation bonus for non-Timisoara Residents;
- Professional development opportunities (in Technical and Leadership Areas);
- International Work Environment & Traveling Opportunities.

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

About us

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 76,000 people in 54 countries and markets.

Tire solutions from the Tires group sector make mobility safer and smarter. 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 currently employs around 53,000 people worldwide and has 19 production and 16 development sites.