

Marketing Intern

Your tasks

Join our dynamic Marketing team and gain hands-on experience across digital marketing, brand communications, e-commerce, trade marketing, and marketing events.

Key Responsibilities

Digital Marketing & E-Commerce

- Support website updates, social media management, and digital campaigns
- Assist with e-commerce activities, livestreams, and content creation
- Engage with KOLs/KOCs and support influencer campaigns
- Monitor campaign performance and customer enquiries

Marketing Communications

- Support brand, PR, and product launch initiatives
- Develop and localize marketing materials and promotional assets
- Conduct market research and prepare marketing reports
- Coordinate with media partners, agencies, and regional teams

Retail Marketing & Events

- Support dealer marketing activities, campaigns, and product launches
- Coordinate POSM, promotional materials, and merchandise
- Assist in events, sponsorships, CSR projects, and community engagements
- Liaise with vendors and support project timelines and budget tracking

What You'll Gain

- Exposure to real-world marketing campaigns and product launches
- Experience working with leading global automotive brands
- Opportunities to collaborate with agencies, influencers, dealers, and regional teams
- Valuable skills in digital marketing, branding, e-commerce, and event management.

Your profile

Degree in Marketing / Mass Communications /Business Management / Administration.

Our offer



Job ID
REF99176B

Location
Petaling Jaya

Job flexibility
Onsite Job

Working time
Full Time

Legal Entity
Continental Tyre PJ Malaysia Sdn. Bhd.

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

About us

Continental Tyre Malaysia is part of Continental AG, a leading global technology company with over 150 years of history, specialising in tyres, automotive solutions, and mobility innovations.

With a strong commitment to safety, performance, and sustainability, we deliver high-quality tyres designed to meet the diverse needs of Malaysian roads and driving conditions. Backed by German engineering excellence, Continental Tyre Malaysia continues to set industry standards through cutting-edge technology and reliable customer service, ensuring every drive is safer, smarter, and more enjoyable.