

Marketing Intern

Vos activités

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.

Votre profil

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

Notre offre



Référence
REF99176B

Site
Petaling Jaya

Flexibilité du poste
Onsite Job

Temps de travail
À plein temps

Unité légale
Continental Tyre PJ Malaysia Sdn. Bhd.

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

A propos de nous

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.