

Marketing Digital and Media

Descrição da função

We are looking for a **Marketing Digital and Media expert** to join our Marketing team in Marketing&Sales. This Marketing Digital and Media role is part of Continental's Iberian Marketing Department, serving as a key strategic position within our market operations. You will be instrumental in driving our digital presence and marketing initiatives, ensuring alignment with market dynamics and Continental's global corporate standards.

Main Tasks

- Develop and implement digital communication strategies and initiatives to promote Continental's brand image and market alignment in Portugal.
- Propose, implement, and analyze digital marketing activities, identifying future needs and managing digital budgets in line with departmental objectives.
- Conduct market and competitor analysis to define new digital strategies and communication approaches aligned with consumer needs in the Portuguese market.
- Manage Continental and ContiService websites, ensuring content accuracy, optimal user experience, SEO performance and continuous optimization based on relevant KPIs.
- Oversee social media presence across Facebook, Instagram, LinkedIn, and YouTube, creating locally relevant content and engaging with audiences in Portugal and ensuring KPI's reports.
- Identify and optimize digital opportunities to support lead generation for ContiService
- Manage B2C and B2B databases, including creating customer audiences, customer information, ensuring data quality and compliance with applicable requirements.
- Implement external communication activities through digital channels, including newsletters and email marketing campaigns, targeting Portuguese customers and stakeholders.
- Brief and coordinate external agencies, reviewing and approving Digital Content creation proposals while ensuring the delivery of high-quality services and campaign execution in Portugal.
- Ensure compliance with Portuguese legislation and Continental corporate policies, guidelines, and procedures.
- Support the development and execution of local marketing and digital initiatives to strengthen brand awareness, customer engagement, and business growth in Portugal.
- Define SEO and SEA strategy and goals aligned with external media agency

Requisitos

- University Degree in Marketing or Digital Marketing or similar;



Identificação da vaga
REF99180U

Local
Lousado

Nível de liderança
Leading Self

Modalidade de trabalho
Hybrid Job

Horário de trabalho
Full Time

Pessoa jurídica
Continental Pneus S.A.

- 2-3 years in a similar function (preferably in Digital Marketing));
- Good understanding of media concepts, channels and performance metrics
- Strong knowledge of digital platforms, social media and emerging digital trends;
- Strong analytical skills, with the ability to translate data into insights and actionable recommendations;
- Good knowledge of SEO and SEA principles
- Fluent Portuguese and English language skills (written and spoken);
- Proactive, willingness to bring topics forward and a good team player;
- Strong in driving change and innovation;

O que oferecemos

- Your work with us will be fairly compensated: We recognize the value of your contribution and want to ensure you are appropriately rewarded (e.g. Performance Bonus and Seniority Bonus)
- We offer flexible working hours with hybrid work models, giving you the opportunity to occasionally work from home – because we understand how important the balance between personal and professional life is.
- You will receive qualified support from our experienced professionals to enhance your technical knowledge and practical skills – you'll gain a solid overview of corporate finance and its interfaces within a multinational organization.
- Benefit from a wide range of discounts and special offers through our corporate benefits program – from fashion and leisure activities to tech products.
- As an employee, you'll also have access to Health & wellness (Life Assurance, Private Health Insurance, canteen, etc);
- Local employment contract;

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

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

Quem somos

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, smarter, and more sustainable. 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.