

Marketing Manager - Digital and Automation

Your tasks

HOW YOU WILL MAKE AN IMPACT

Continental Tires is seeking a strategic and results-driven digital marketing leader to oversee the company's digital ecosystem, marketing technology initiatives, automation capabilities, and performance marketing programs across the Continental and General Tire brands. This position is responsible for driving digital growth through website management, paid media, search strategy, AI-enabled marketing, e-commerce partnerships, and advanced analytics. The role leads the development and execution of digital programs that increase brand visibility, improve customer acquisition, enhance online consumer experiences, and deliver measurable business results.

Reporting directly to the Head of Marketing Communications, the Manager Digital & Automation will partner closely with Brand Marketing, Product Management, Sales, Dealer Programs, and agency partners to ensure all digital investments and technology solutions support business growth objectives.

The position leads and develops a team consisting of an Activations Specialist and a Content & Communications Specialist, providing strategic direction, coaching, and performance management to support the successful execution of brand marketing initiatives

The ideal candidate combines deep expertise in digital marketing, analytics, automation, and emerging AI technologies with proven leadership skills and a strong track record of driving measurable performance.

Digital Strategy & Performance Marketing

- Lead the development and execution of integrated digital marketing strategies that support brand, sales, and business objectives.
- Manage paid search, paid social, programmatic, display, video, and emerging media channels.
- Develop optimization strategies that improve campaign performance, customer acquisition, engagement, and conversion.
- Partner with agency teams to maximize media effectiveness, efficiency, and return on investment.
- Establish KPI frameworks, testing plans, and performance benchmarks across all digital channels.
- Manage digital marketing budgets and ensure effective allocation of resources.

Website & Digital Experience Management

- Own the strategy, governance, and performance of Continental and General Tire digital properties.
- Lead website management, page creation, content deployment, and



Job ID
REF99387V

Field of work
Marketing and Sales

Location
Fort Mill

Leadership level
Leading People

Job flexibility
Hybrid Job

Working time
Full Time

Legal Entity
Continental Tire the Americas, LLC

user experience optimization.

- Manage website domains, integrations, and platform enhancements.
- Coordinate digital requirements for product launches, marketing campaigns, promotions, and dealer initiatives.
- Drive continuous improvements in website performance, engagement, lead generation, and conversion rates.
- Ensure best practices for SEO, accessibility, compliance, and mobile user experience.
- Partner closely with Continental's global digital and marketing teams to align website strategy, governance, platform enhancements, user experience standards, and best practices while leveraging global capabilities to support North American business objectives

Search, AI & Digital Discovery, E-commerce, Retail Marketplace Management

- Lead SEO, SEM, and GEO strategies.
- Develop and execute initiatives that improve brand visibility across search engines, AI-powered search experiences, and Large Language Models.
- Monitor evolving search and AI trends to identify new opportunities for consumer acquisition and engagement.
- Collaborate with internal teams and agency partners to improve digital discoverability and content effectiveness.
- Evaluate and implement AI-enabled marketing solutions that improve productivity, personalization, and marketing performance.
- Lead Click-to-Buy initiatives that connect digital engagement to online and retail purchases.
- Manage Amazon and other e-commerce marketplace relationships and performance programs.
- Optimize digital shelf execution, product content, ratings, reviews, and online visibility.
- Partner with Sales and dealer organizations to enhance online retail performance and support revenue growth.
- Identify and implement new digital commerce opportunities and technologies.

Analytics & Business Intelligence

- Own the digital analytics and measurement framework across marketing initiatives.
- Develop and maintain executive dashboards and performance reporting systems.
- Establish clear measurement methodologies that connect marketing activity to business outcomes.
- Leverage automation technologies to improve reporting efficiency, workflow processes, and campaign optimization.
- Analyze consumer behavior, channel performance, and business trends to generate actionable insights.
- Ensure data quality, governance, and consistency across digital platforms.

Marketing Automation and CRM Technology

- Own and optimize HubSpot to support digital marketing, lead generation, customer engagement, and reporting initiatives.
- Serve as the primary liaison with the HubSpot agency partner, driving

strategy, prioritization, implementation, and continuous improvement.

- Develop and optimize automated workflows, customer journeys, audience segmentation, and campaign execution.
- Ensure integration between HubSpot, website platforms, analytics tools, and other marketing technologies.
- Leverage automation, AI, and data insights to improve marketing effectiveness, efficiency, and business results.

Team Leadership, Development and cross-functional leadership

- Lead, coach, and develop a high-performing digital team consisting of:
 - Digital Media & Analytics Supervisor
 - Digital Media & Analytics Specialist
- Foster a culture of accountability, innovation, collaboration, and continuous improvement.
- Establish clear performance expectations and development plans.
- Manage agencies, vendors, and technology partners to ensure business objectives are achieved.
- Partner with Brand Marketing, Product, Sales, Dealer Programs, E-Commerce, and Corporate Marketing teams.
- Provide strategic recommendations based on analytics, market trends, and consumer insights.
- Serve as the organization's subject matter expert for digital marketing, automation, analytics, AI, and emerging technologies.
- Ensure digital initiatives align with business priorities and long-term growth objectives.

Your profile

WHAT YOU BRING TO THE ROLE

- Bachelor's degree in Marketing, Business, Communications, Digital Media, Information Systems, or related field.
- 7+ years of experience in digital marketing, digital strategy, performance media, analytics, e-commerce, or marketing technology.
- 2+ years of people leadership experience.
- Proven success managing websites, paid media programs, analytics platforms, agencies, and digital technologies.
- Strong expertise in SEO, SEM, GEO, AI, paid social, web analytics, and digital performance measurement.
- Experience developing executive-level dashboards and translating insights into business recommendations.
- Strong project management, organizational, communication, and stakeholder management skills.
- Legal authorization to work in the U.S. is required. Continental is only able to offer visa support for internal individuals who currently hold an existing valid employment visa.
- Can offer a relocation package if needed

ADDITIONAL WAYS TO STAND OUT

- 10+ years of experience in digital marketing, digital strategy,

performance media, analytics, e-commerce, or marketing technology.

- Experience within automotive, aftermarket, mobility, retail, or consumer products industries.
- Experience managing Amazon Marketplace, retailer media networks, or e-commerce marketing initiatives.
- Experience with AI-powered marketing platforms, workflow automation, and Generative AI applications.
- Experience with customer journey optimization, customer lifetime value and conversion rate optimization.
- Experience leading digital transformation or marketing technology projects.

Technical Skills

- GA4 / Web Analytics
- SEO, GEO & SEM
- Paid Media & Paid Social
- CRM & Marketing Automation
- Dashboarding & Data Visualization
- Conversion Rate Optimization
- Hubspot
- Website CMS platforms
- Amazon marketplace & retail media
- PowerBI/Tableau

Our offer

THE PERKS

- Immediate Benefits
- Robust Total Rewards Package
- Paid Time Off
- Volunteer Time Off
- Tuition Assistance
- Employee Discounts, including tire discounts
- Competitive Bonus Programs
- Employee 401k Match
- Diverse & Inclusive Work Environment with 20+ Employee Resource groups.
- Hybrid Work
- Employee Assistance Program
- Future Growth Opportunities, including personal and professional
- And many more benefits that come with working for a global industry leader!

All your information will be kept confidential according to EEO guidelines.

EEO-Statement:

EEO / Disabled / Protected Veteran Employer. Continental offers equal employment opportunities to all qualified individuals, without regard to unlawful consideration to race, color, sex, sexual orientation, gender identity, age, religion, national origin, disability, veteran status, or any

other status protected by applicable law. In addition, as a federal contractor, Continental complies with government regulations, including affirmative action responsibilities for qualified individuals with a disability and protected veterans, where they apply. To be considered, you must apply for a specific position for which Continental has a current posted job opening. Qualifying applications will be considered only for the specific opening(s) to which you apply. If you would like to be considered for additional or future job openings, we encourage you to reapply for other opportunities as they become available. Further, Continental provides reasonable accommodations to qualified individuals with a disability. If you need assistance in the application process, please reply to Careers@conti-na.com or contact US Recruiting at 800-821-2727. This telephone line and email address are reserved solely for job seekers with disabilities requesting accessibility assistance or an accommodation in the job application process. Please do not call about the status of your job application, if you do not require accessibility assistance or an accommodation. Messages left for other purposes, such as following up on an application or non-disability related technical issues, will not receive a call back.

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, 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.