

Intern - Retail Marketing

Your tasks

Join our dynamic retail marketing team and gain real experience in ongoing live projects which define how our channel operate. The internship intends to provide real hands-on work rather than operational data entry work. You will learn how an organization plan, develop & activate it's network.

Main Responsibilities

Channel Development

- Support Retail team for new shop renovation/shop refurbishment process.
- Enable Smooth communication among dealer, retail, sales & vendor.
- Ensure opening package deployment to newly renovated/refurbished shops

Channel Activation

- Support & execute dealer marketing activities & campaigns.
- Coordinate POSM, promotional materials, and merchandise
- Liaise with vendors and support project timelines and budget tracking

Channel Data Management

Ensure all the customer agreement, target & achievement data is filed correctly & monitored regularly
Support in preparing retail report for management & functional use.
Evaluate Channel performance across retail initiatives.

Your profile

Bachelor's Degree in any relevant discipline, preferably Business, Marketing, Engineering, or related fields.

Our offer

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

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 €39.7 billion in 2024 and currently employs around 95,000 people in 54 countries and markets.



Job ID
REF99697Y

Location
Petaling Jaya

Job flexibility
Onsite Job

Working time
Full Time

Legal Entity
Continental Tyre PJ Malaysia Sdn. Bhd.

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 2024, the Tires group sector generated sales of 13.9 billion euros. Continental's tire division employs more than 57,000 people worldwide and has 20 production and 16 development sites.

What we offer

At Continental, we let your ideas shape the future to make a meaningful difference in the world, and to themselves.

- Opportunity to gain global experience and build networks from international mobility across our vast organization.
- Flexible working conditions that help you enjoy your work-life balance
- An attractive and holistic rewards package.
- Master your career journeys and realize your greatest potential.
- Open, inspiring and rewarding corporate culture.