

Senior Specialist - Channel Activation

Your tasks

Channel Strategy & Activation Planning

- Develop initiatives that strengthen customer and partner engagement across offline channels as per overall channel & brand strategy.
- Develop activation calendars based on channel specific objectives and support to track PE Comm budget spends by brand, channel and segment for marketing function.
- Roll-out new retail initiatives in the partner stores.

Channel activation & promotional execution

- Plan, develop & execute seasonal and tactical promotions to boost sales, engagement and brand visibility.
- Align promotional calendars with sales and marketing team priorities, ensuring consistency and impact.
- Develop, manage & distribute channel-specific merchandise, giveaways, POSM & visibility initiatives.

Channel Insights & Campaign performance management

- Establish campaign objectives, track KPIs and perform evaluation methodologies to measure effectiveness.
- Use insights(participation rates, sales uplift, product mix & customer satisfaction) to refine future engagement and promotional strategies.
- Develop channel activation performance dashboards for sales team use.

Sales Enablement & Cross functional Execution

- Prepare communication toolkits & communication materials, ensuring consistency in brand & campaign execution.
- Ensure timely communication of campaigns to channel partners & stakeholders.
- Ensure frontline staff are equipped to deliver and amplify promotional initiatives while working closely with sales & relevant support functions to ensure seamless end-to-end campaign execution

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.



Job ID
REF99711B

Location
Petaling Jaya

Leadership level
Leading Self

Job flexibility
Onsite Job

Working time
Full Time

Legal Entity
Continental Tyre PJ Malaysia Sdn. Bhd.

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.

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.