

Global Marketing Standards & Processes Manager

Your tasks

The Global Marketing Standards and Process Manager drives the definition, deployment and continuous improvement of consistent Marketing quality standards, governance principles and process-management practices across the organization. The role contributes to the development and maintenance of practical standards, process documentation, governance tools and adoption materials that enable Marketing to operate more consistently and efficiently.

Key Responsibilities:

1. Marketing Quality Standards

- Development and maintenance of the Marketing Quality Standards framework, helping to translate agreed expectations into clear, practical and measurable criteria for priority Marketing activities and deliverables.
- Coordinate quality assurance and review activities, collecting input, tracking adherence to standards, identifying recurring gaps and supporting follow-up on improvement actions with the relevant owners.
- Provide transparency on Marketing quality performance, preparing relevant KPIs, reports and insights to support continuous improvement discussions and leadership reviews

2. Marketing Process Excellence

- Maintain the Marketing process landscape and related documentation, working with process owners and subject-matter experts to capture process steps, roles, handovers, decision points and ownership.
- Support process improvement activities, applying agreed methodologies to help simplify workflows, reduce inefficiencies and improve consistency across Marketing processes.

3. Marketing Governance

- Support the maintenance of the Marketing governance framework, helping to document common principles, roles, responsibilities, decision rights, RACIs, controls and escalation mechanisms
- Coordinate governance input with Marketing experts and cross-functional partners, ensuring that emerging ways of working, including AI-enabled activities, are reflected in governance documentation where relevant.

4. Implementation, Adoption & Change Support

- Support the deployment of Marketing standards, processes and governance materials, preparing communication, training and onboarding content in coordination with the relevant owners.
- Maintain the single source of truth for Marketing processes,



Job ID

REF99840I

Location

Taguig

Leadership level

Leading Self

Job flexibility

Hybrid Job

Working time

Full Time

Legal Entity

**Continental Tires Manila
Business Services Inc.**

- standards, governance, guidelines, templates and supporting tools.
- Track adoption and collect feedback

5. Continuous Improvement & Marketing Operational Excellence

- Support measurable improvements in Marketing efficiency, quality, consistency and scalability through analysis, coordination and implementation support
- Contribute to simplification and operational excellence initiatives, helping identify duplication, inefficient handovers and non-value-adding activities in partnership with process owners.

Your profile

- Three to five years of relevant experience in Quality Management, Operational Excellence, Process Excellence, Business Process Management, Governance, PMO or a comparable discipline, ideally within a global or matrix organization.
- Experience on:
 - Process management and process documentation methodologies (e.g., BPMN, process mapping)
 - Governance frameworks, RACI models and decision-making structures
 - KPI definition, performance monitoring and reporting
 - Documentation management and standards development
 - Training material and playbook development
- Bachelor's degree in Marketing, Communications, Business, or a related discipline
- No formal people-leadership requirement; must work independently, take ownership, and coordinate cross-functional stakeholders
- Strong written and spoken English and experience supporting regional or global stakeholders
- Willing to work on a midshift to night shift schedules, depending on business needs.
- Hybrid work setup.

Our offer

- Hybrid work setup
- HMO upon hire
- Values-based culture
- Learning Opportunities

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About us

Continental is a leading tire manufacturer and industry specialist that

develops and produces sustainable, safe and convenient solutions for automotive manufacturers as well as industrial and end customers worldwide. Founded in 1871, the company generated sales of €19.7 billion in 2025, and the Continental team is made up of 92,653 employees at 336 locations for production, research and development, and administration in 54 countries and markets.

Today, we are one of the world's key suppliers for mobility. With the experience we have gained over 150 years and our expertise across the company, we will continue to set the technological benchmark and play a leading role in shaping the transformation in the automotive industry.

Continental Tires Manila Business Services Inc., an entity under the Continental group of companies, headquartered in Hannover, Germany, is a strategic shared services center offering centralized, standardized, and technology-enabled business support. It will perform back-office support services and business process outsource services such as, human resources, finance and accounting, procurement and supply chain administration, customer service, master data, compliance management and information technology, to its foreign operating entities situated outside of the Philippines, through knowledge-based and computer-enabled technology. We collaborate with partners to deliver high-quality, end-to-end solutions that drive growth and transformation.