

Global Creative Excellence Manager

Your tasks

The Global Creative Excellence Manager owns the annual content planning process by defining global themes, key seasonal moments, and campaign priorities while ensuring alignment across regions, channels, and business objectives. Drives the implementation of global brand priorities in local markets through close collaboration with regional teams, coordination of market inputs, and sharing of best practices. Manage Brand Council forums including agenda setting, decision follow-up, and regional implementation.

Key Responsibilities

1. Annual content calendar

- Planning of global content themes and priorities
- Definition of seasonal and campaign-driven content moments
- Coordination of content needs across regions and channels
- Alignment with campaign launches and business priorities

2. Global to market implementation

- Alignment of global brand priorities with regional marketing teams
- Coordination of regional inputs into global initiatives
- Facilitation of cross-market best practice sharing

3. Brand council management

- Planning & coordination of recurring brand council forums
- Agenda setting aligned to strategic priorities
- Follow-up on decisions, actions, and regional implementation

Your profile

- 8-10 years of experience in marketing, brand management, or strategy roles within multinational companies, or equivalent consulting/agency experience with global clients. Some experience within FMCG marketing would be an advantage.
- At least 4-5 years of experience in a regional or local marketing role with responsibility over business analysis, marketing plan development and media plan execution.
- Should have presented and influenced multiple stakeholder
- Bachelor's Degree in either Business, Marketing or Engineering
- Proven track record of working with consumer insights and market research to inform marketing or business strategies.
- Experience on:
 - Structured thinking - strong analytical ability to distill large, complex data sets into clear insights and recommendations
 - Expertise in transforming insights into strategic brand direction -



Job ID
REF998411

Location
Taguig

Leadership level
Leading Self

Job flexibility
Hybrid Job

Working time
Full Time

Legal Entity
**Continental Tires Manila
Business Services Inc.**

ability to interpret qualitative and quantitative data

- Marketing - knowledge of integrated marketing campaigns, media strategy, and content development
- Global / Multi-Market Experience - understanding of cultural differences, local market dynamics, and how to balance global consistency with local relevance
- Proficiency in leveraging digital platforms and AI tools for brand governance and content deployment
- Presentation & Storytelling - ability to translate insights and strategies into compelling presentations for senior stakeholders
- Communication Excellence - clear, persuasive, and audience-appropriate in both written and verbal formats
- Attention to Detail - rigorous in protecting brand consistency and quality
- Clear knowledge of marketing across various touchpoints - Knowing what kind of message is required for each platform and the ability to craft out nuances of a campaign to create assets tailored for each touchpoint
- Translating insights into marketing objectives - Knowing how to prioritise and work with multiple stakeholders to crystallise what our communication objective needs to be
- Proactive and accountable - Be self-motivated to work independently without needing constant supervision
- Experience developing or supporting integrated marketing campaigns across multiple touchpoints (digital, social, retail, PR, media).
- Strong experience in multi-market or global projects, either through regional/global HQ roles or managing cross-country initiatives.
- Direct experience collaborating with agencies (creative, media, digital, research) and cross-functional teams (product, sales, digital).
- Experience establishing frameworks, governance models, or processes at global scale.
- 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.