Global Brand Manager

Your tasks

The Global Brand Manager represents the brand globally by ensuring global brand consistency, compliance, and stakeholder alignment. The role will serve as the central Brand SPOC for all brand-related queries, providing guidance to markets, agencies, and internal teams, owns the DAM (Digital Asset Management) process flows, coordinating with system owners to ensure global accessibility and correct asset usage across all channels. Also, the Global Brand Manager is responsible for tracking competitive activity so that we always stay in tune with activities happening globally.

Key Responsibilities

1. Brand governance

- Definition and maintenance of global brand rules and frameworks
- Alignment with legal, trademark and compliance requirements
- Governance of brand usage across all channels and regions
- TMLA/ Licensing checks

2. Brand SPOC (single point of contact)

- Central interface for all brand-related queries globally
- Guidance to markets, agencies and internal stakeholders

3. Competitive analysis

- Ongoing monitoring of key competitors across segments and regions
- Identification of positioning gaps and differentiation opportunities
- Quarterly synthesis into actionable insights for global strategy

4. DAM (Digital Asset Management)

- Guide the DAM process flows: creative briefs; approval workflows, creative assessment tool
- Coordination with system owners and technical teams
- Ensuring global accessibility and correct asset usage

Your profile

- Bachelor's Degree in either Business, Marketing or Engineering
- 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.
- Proven track record of working with consumer insights and market

Job ID
REF99842K

Location
Taguig

Leadership level
Leading Self

Job flexibility
Hybrid Job

Working time
Full Time

Legal Entity
Continental Tires Manila Business Services Inc.

research to inform marketing or business strategies.
- 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.
- Should have presented and influenced multiple stakeholder
- Have experience in liaising with varied group of people
- Effective cross-cultural collaboration in a global environment across time zones
- Proficient level of English is required
- 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.