

Global Partnership Manager

Your tasks

The Global Partnership Manager is responsible for the coordination of the Continental Sponsorship activities and the development and implementation of sponsorship plans for Continental. The role will develop productive relationships to capture sponsorship opportunities and represent Continental in dealings with potential sponsoring partners, athletes or agencies. The Global Partnership Manager will also be responsible for the management of sponsoring plans.

Key Responsibilities

1. Sponsorship Management

- Contact person for athletes, brand ambassadors, agencies and other right holders regarding the Continental Sponsorships.
- Ensuring that event sponsorship products are consistent with our corporate partnership programmes, legal requirements and contract contents.
- Managing sponsorship reviews.
- Ensure that all sponsorship contracts are executed properly. (rights management, etc.)

2. Sponsoring Strategy Support

- Implement and manage sponsorship plans for Continental based on the strategy.
- Analysis, evaluation and processing of incoming sponsorship requests in coordination with the Head of Global Partnerships
- Work with the marketing communication department and the event team to develop sponsorship concepts
- Ensure an overview of sponsoring activities of competitors.
- Support and guidance on global strategy implementation at local level, campaigning extension and media planning.
- Exchange with markets on Local Sponsorships, evaluate opportunities, follow-up and activation support.

3. Sponsoring Monitoring

- Ensure that Continental's reputation for independence is not compromised by our sponsorship models or negative trends (e.g. doping affairs, etc.).
- Ensuring that Continental's CI is presented correct in all sponsoring activities cross-channel.

4. Sponsoring Coordination & Toolkit Creation

- Develop sponsoring project plans and coordinate tasks accordingly
- Foster close cooperation and internal coordination with the departments Communication / PR, Sales, Academy, Fairs & Events, Legal and Tax Department, Compliance, Purchasing, etc.
- Agency Management & Asset Creation



Job ID
REF99843E

Location
Taguig

Leadership level
Leading Self

Job flexibility
Hybrid Job

Working time
Full Time

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

- Processing of ticket requests and contingents coordination

Your profile

- Minimum 3 years experience in sponsoring marketing
- Masters degree in Business Administration or Economics or comparable qualification, preferably with a focus on Communications
- Project management experience is advantageous with clear evidence of delivery within tight timescales. International project management experience is preferred
- Understanding of conventional and digital media platforms
- Excellent IT Skills, specifically Microsoft Word, Excel & PowerPoint.
- Excellent written and verbal communication skills are essential.
- The ability to work on their own initiative, effectively both as an individual and as part of a team; Ability to develop and maintain professional relationships with external and internal 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

Ready to drive with Continental? Take the first step and fill in the online application.

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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.