

Marketing Analyst

Descrição da função

- Contribute to the development of the marketing plan in line with the strategic planning, ensuring alignment with the business objectives.
- Develop graphic materials and audiovisual content for online and offline communication.
- Support the creation of online and offline marketing and internal communication campaigns.
- Manage social media channels, ensuring that information, texts, and images comply with brand guidelines.
- Responsible for internal processes, such as purchase requests, invoices, and receipt of materials.
- Contribute to communication planning, promotional campaigns, event organization, and participation, aiming to maximize return on investments and initiatives.
- Analyze and execute activities related to new product launches, including the development and distribution of promotional materials.
- Align communication and marketing activities with headquarters by providing consolidated data, ensuring compliance with corporate procedures and guidelines.
- Support the development and implementation of marketing strategies that drive brand growth and visibility in the market.

Requisitos

- Advanced knowledge of Microsoft Office and Adobe Suite.
- Advanced English skills for participation in meetings with global teams.
- Knowledge of marketing approaches and tools, performance report analysis, media channels, and their different communication styles.
- Organized, creative, agile, results-oriented, with a strong focus on quality and teamwork.

O que oferecemos

Pronto para levar sua carreira para o próximo nível? O futuro da mobilidade não é um trabalho qualquer. Faça dele o seu! **Junte-se à AUMOVIO. Own What's Next.**

Quem somos

Since its spin-off in September 2025 AUMOVIO continues the business of the former Continental group sector Automotive as an independent company. The technology and electronics company offers a wide-ranging portfolio that makes mobility safe, exciting, connected, and autonomous. This includes sensor solutions, displays, braking and comfort systems as well as comprehensive expertise in software, architecture platforms, and assistance systems for software-defined



Identificação da vaga
REF11918X

Área funcional
Administration and Assistance

Local
Guarulhos

Nível de liderança
Leading Self

Pessoa jurídica
AUMOVIO Brazil Industry Ltda.

vehicles. In the fiscal year 2024 the business areas, which now belong to AUMOVIO, generated sales of 19.6 billion Euro. The company is headquartered in Frankfurt, Germany and has about 87.000 employees in more than 100 locations worldwide.