

# Marketing Communication Specialist (Fixed-term Contract / Student Work Included) (m/w/d)

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## Our Company

Hankook Tire manufactures innovative, high-performance tyres for passenger cars, SUVs, light trucks, RVs, trucks, buses and motorsports. With five R&D centres and eight production facilities worldwide, Hankook continuously invests in research and development to offer the highest level of quality and driving satisfaction.

The company employs around 20,000 people globally and sells products in over 160 countries. Hankook Tire has been the exclusive tyre supplier for the ABB FIA Formula E World Championship since 2023. Leading car manufacturers rely on Hankook tyres for original equipment. Around 42 percent\* of global sales are generated in Europe. Hankook's European headquarters are located in Neu-Isenburg, Germany. At its European Technical Centre in Hanover, Germany and its manufacturing site in Rácalmás, Hungary, Hankook develops and produces bespoke tyre solutions for the European market.

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### Your tasks:

- Management and analysis of Pan-European marketing budgets
- Management and guidance of MarCom projects across 18 European subsidiaries
- Project evaluation and performance assessment.
- Management and operation of Pan-European B2B merchandise programs

### Our requirements:

- German language skills are not required; English proficiency is sufficient.
- Korean language skills are preferred.
- Proficiency in Excel and general computer skills are required.
- Regular fixed-term contract positions are full-time for a duration of 1 year.
- Student positions are part-time (up to 20 hours per week) with a contract duration of 1 year.

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## Additional information

Location	<b>Neu-Isenburg</b>
Position type	<b>Full-time employee</b>
Start of work	<b>Jul 1, 2026</b>

## Responsible

HR Recruiting