Product Marketing (Junior)Specialist(m/w/d) (Hankook Tire Europe)

Hankook Tire manufactures globally innovative, award-winning radial tires of proven superior quality for passenger cars, light trucks, SUVs, RVs, trucks, and buses as well as motorsports (circuit racing/rallies). Hankook Tire’s European Headquarters is located in Neu-Isenburg near Frankfurt am Main in Germany. The manufacturer operates further branches in Czech Republic, France, Germany, Hungary, Italy, the Netherlands, Poland, Russia, Spain, Sweden, Turkey, UK, and Ukraine. Hankook products are sold directly through regional distributors in other local markets. Hankook Tire employs approximately 20,000 people worldwide and is selling its products in over 180 countries. Internationally leading car manufacturers rely on tires made by Hankook for their original equipment. Approximately 30 percent of the company's global sales are generated within the European and CIS-Region. Hankook Tire has been represented in the renowned Dow Jones Sustainability Index World (DJSI World) since 2016.

Hankook Tire Europe GmbH is searching for Product Marketing Specialist(m/w/d)

Your Tasks:

- Assist in developing and executing product marketing communication strategies to promote products effectively.
- Support the creation of marketing materials, brochures, presentations, and digital content for product promotion.
- Coordinate with internal teams to ensure alignment of product marketing and communication strategies.
- Support of budget management for marketing activities, ensuring alignment with company goals and financial constraints, including detailed excel reporting.
- Conduct market research to analyze industry trends, competitor activities, and customer insights.
- Collaborate with internal & external parties to optimize on- & off-line product contents on demand
- Monitor and report on marketing campaign performance and suggest improvements.
- Assist in the creation and management of sales tools, training materials, and internal communications.

Your Profil:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- 1 + years of experience in marketing communications, product marketing, or a related role
- Basic knowledge of digital marketing strategies
- Ability to manage multiple projects and work in a fast-paced environment.
- Work effectively in a multicultural environment, engaging with global teams and adapting to different cultural perspectives.
- Team player with a proactive attitude and a willingness to learn.
- Proficiency in Microsoft Office (PowerPoint, Excel, Word)
- Fluency in English is required I German is a plus

We Offer:

- Become a valued member of our motivated, diverse team.
- **Enjoy flexible working hours and 30 days of annual leave**.
- Access comprehensive in-house and external training opportunities.
- Receive **a daily food voucher** for every workday.
- Take advantage of significant discounts on Hankook products.

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Additional information

Location	**Neu-Isenburg**
Position type	**Full-time employee**
Start of work	**Sep 1, 2026**

Responsible

HR Recruiting