

»Maybe tomorrow housework becomes a game.«

Christina

Supply Chain Qualification



Tomorrow is our home.

Start swiftly and grow fast at BSH Home Appliances Group: As a leading manufacturer of home appliances and solutions, we move things forward to make people's lives easier. With our global brands Bosch, Siemens, Gaggenau and Neff as well as our local brands, there is a world of opportunities for you to discover. We encourage people to develop their potential and never stop learning. After all, we believe that great work is the result of doing what you love. Join us now and give your career a home.

Product Marketing Specialist (m/f/d)

BSH Elettrodomestici S.p.A. | Full time |
Milano

YOUR RESPONSIBILITIES

As Product Marketing Specialist, you will have the chance to get a transversal role among all our product categories. As key role on local Category Managers team, you will support them in analyzing, preparing, and interpreting market, shopper and sell-out data.

- / Accountable for local product information for presenting and informing consumers and business partners.
- / Ensure local product information in all local channels (including information material like catalogues and brochures).
- / Support Retail Design and Local Category team with new product launches, sales promotions, category specific product content.
- / Responsible for the development and implementation of consumer orientated & SEO optimized product content in text, image, video and other content.
- / Accountable for releasing new products with correct and full specifications on our owned platforms.

YOUR BENEFITS

- / Hybrid working.
- / MBO Bonus scheme.
- / Flexible benefit (welfare online platform).
- / Ticket restaurants.
- / Occupational and non-occupational insurance for accidents and permanent disability.

YOUR PROFILE

- / University Degree in Marketing, Economics or similar field.
- / Strong analytical skills and comfortable dealing with numerical data.
- / Fluent English written and spoken.
- / Previous experience on product marketing will be highly valuable.

FURTHER INFORMATION

Please visit bsh-group.com/career. We would love to welcome you in our team!

Find a new home for your professional ambitions:

Apply online now

Home appliances under the brands:

