

»Maybe tomorrow robots will help us develop new skills.«

Dominik

Factory Cooking Production Setting



Tomorrow is our home.

Start at BSH Home Appliances Group if you believe in delivering quality: As a leading manufacturer of home appliances and solutions, we can rely on our employees who do their best. With our global brands Bosch, Siemens, Gaggenau and Neff as well as our local brands, we fully trust in their excellent work. In return, they know we will give them the chance to extend their skills and grow. Join us now and give your career a home.

Product Content Specialist

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

YOUR RESPONSIBILITIES

Responsible for localizing product data content for all MDA Categories (Ovens, Dish Care, Surface and Ventilation, Laundry Care and Cooling). Support the Local Category Managers in analyzing, preparing, and interpreting market, shopper and sell-out data.

- / Accountable for local product information, for presentations and information to 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, full and flawless 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
- / Mother tongue Italian; Fluent English written and spoken

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:

