

»Maybe tomorrow AI will be driving innovation.«

Cristina

Innovation Technology



Tomorrow is our home.

Find out how you can enjoy, grow and perform at BSH Home Appliances Group: As a leading manufacturer of home appliances and solutions, we encourage commitment and open-mindedness among our employees. With our global brands Bosch, Siemens, Gaggenau and Neff as well as our local brands, our focus truly is on innovation. And that doesn't just apply to our products and services, but also drives the way in which we cooperate, exchange ideas and organize our teams. Everyone is invited to make their individual contribution to our overall success. Join us now and give your career a home.

Global Social Media Manager (m/f/d)

BSH Hausgeräte GmbH | Full time | from January 2025
Munich

YOUR RESPONSIBILITIES

You will work in an exciting and international environment and make a personal contribution to the company's success. You can expect challenging tasks and projects, such as

- / track, analyze, and report on the organic performance of our global social media channels across multiple platforms
- / Develop and implement strategies to optimize organic social media performance, ensuring alignment with global marketing and business objectives
- / Identify trends and opportunities within social media data to inform global and local social media strategies
- / Use Sprinklr and other social media analytics tools to measure the effectiveness of content, campaigns, and strategies
- / Ensure continuous improvement by running tests and experiments to enhance engagement, reach, and brand visibility

YOUR BENEFITS

- / Remuneration per collective agreement for the metal and electrical industry (30 days' vacation, extra payments)
- / Flexible working time models that adapt to your current life situation (e.g. mobile working, part-time, job sharing, sabbatical)
- / Promotion of professional and personal development at BSH's internal Global Learning Campus
- / Attractive company pension scheme financed by the employer

YOUR PROFILE

- / Marketing degree with experience in global and local social media teams, from top players in social media or leading social agencies
- / Strong project management in global matrix org. and passion for building brands. Fluent in English and basic knowledge in German
- / 5 years experience in global social media management, with a focus on organic /paid performance, analysis and creative excellence
- / Proven ability to optimize large-scale social media landscapes across multiple regions and platforms.
- / Strong expertise and several years of experience using Sprinklr for social media analytics and management

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

At BSH, diversity and inclusion are core values that shape our corporate culture. We appreciate everyone's uniqueness and see the diversity of our employees as key to our success. Regardless of gender, origin, religion, sexual orientation, disability, or age, we wholeheartedly welcome every single application.

Home appliances under the brands:

