

»Maybe tomorrow thinking
will be the same as doing.«

Lukas
Brand Strategy



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.

Digital Marketing Specialist (m/f/d)

BSH kućanski uređaji d.o.o | Full time | Permanent | For employment applies our local employment conditions.
Zagreb

YOUR RESPONSIBILITIES

We invite a motivated colleague to join our team and become responsible for implementing key marketing strategies, increasing overall business performance and to drive website optimization for an enhanced user experience.

- / Responsible for digital activities and projects like website optimization to enhance consumer centricity & journey, and boost soft conversions.
- / Responsible to oversee and align content and shared targets on the websites by aligning Brands, eCommerce, D2C, PCS and PCP and objectives.
- / SEO responsible for the brand websites and steer website KPI's.
- / Ensure, develop and push Review Management (number of reviews + review ratings) along the consumer journey in the local market.
- / Support the online marketing goals set in the marketing plan.

YOUR BENEFITS

- / Indefinite term employment contract with a 6-month probation period.
- / International environment with broad opportunities for personal and professional development.
- / Flexible working hours and Home-office possibility.
- / Yearly bonus, mobile phone, health insurance, multisport card and other benefits.

YOUR PROFILE

- / University degree and at least 1 year of work experiences in comparable jobs. A degree in economics or marketing is an advantage.
- / Local language essential, English language fluent.
- / Excellent communication skills, presentation of creative ideas and result oriented.
- / Familiarity with digital marketing tools, platforms, and the latest trends and best practices in digital marketing and technology.
- / High level of self-initiative, excellent organizational skills, the ability to multitask, enthusiasm and eagerness to learn.

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:

