

»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.

Channel Category Manager

BSH Home Appliances S.A. | Full time |
Brussels

YOUR RESPONSIBILITIES

Drive the success of our product portfolio as a Channel Category Manager! Define strategy, manage assortment, pricing, and profitability, and coordinate product launches. Support sales teams, optimize distribution, and implement market-driven pricing to maximize impact in designated channels.

- / Define and optimize the product assortment for each channel and customers groups based on market analysis.
- / Coordinate product launches in collaboration with Product Management, Supply Chain, Sales, and Sell-Out teams.
- / Develop and present price lists while ensuring consistent pricing and promotions across all channels.
- / Advise sales teams and dealers on product-related topics and support events, fairs,...
- / Participate in key customer meetings and product committees to align on strategy and execution.

YOUR BENEFITS

- / A career within an international company, a European leader in the sector
- / Numerous opportunities for personal development
- / Flexibility, including the option to work from home
- / A company culture based on trust, honesty, and accountability
- / A competitive salary package supplemented with attractive fringe benefits

YOUR PROFILE

- / Bachelor's or Master's degree in Business Administration, Marketing, or a related field.
- / Strong retail and consumer knowledge with data-driven insights
- / Strong collaboration/ communication skills in dealing with different stakeholders.
- / Experience in marketing communication projects (B2C) and data tools like Power BI + MS Office.
- / You are fluent in Dutch, English and you have a good understanding of French.

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:

