

»Maybe tomorrow home appliances are designed by our consumers.«

Sebastian

User Experience



Tomorrow is our home.

See how easy it is to explore new ideas at BSH Home Appliances Group: As a leading manufacturer of home appliances, we improve people's quality of life by thinking in solutions. With our global brands Bosch, Siemens, Gaggenau and Neff as well as our local brands, we explore innovative technologies from voice recognition to artificial intelligence. As we utilize these to create new user experiences, we think, prototype, build – and keep on learning. Join us now and give your career a home.

Digital Marketing & CRM Specialist

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

YOUR RESPONSIBILITIES

Manage projects for websites, SEO, SEA, and review management. Implement GenAI activities for BSH channels. Localize and execute CRM and Email strategies for BSH brands to enhance consumer relationships and boost brand loyalty.

- / Manage digital activities and projects to optimize websites, ensuring consumer centricity along the journey and increasing conversions.
- / Oversee and align website content across brands, eCommerce, D2C, customer service, and product categories to achieve shared targets.
- / Manage SEA investments with clear KPIs, tracking and reporting outcomes to optimize search engine advertising efforts.
- / Develop and implement SEO strategies for brand websites, steering and improving website KPIs consistently.
- / Execute local CRM & Email strategies to develop consumer relationships, analyzing CRM data to identify patterns and enhance loyalty.

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

- / Bachelor's degree in Marketing, Communications, or related field.
- / Consolidated Digital Marketing experience
- / 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

BSH È UN DATORE DI LAVORO CHE OFFRE PARI OPPORTUNITÀ

In BSH, la diversità e l'inclusione sono valori fondamentali che plasmano la nostra cultura aziendale. Apprezziamo l'unicità di ognuno e consideriamo la diversità dei nostri dipendenti come una chiave del nostro successo. Indipendentemente

dal genere, origine, religione, orientamento sessuale, disabilità o età, accogliamo con grande entusiasmo ogni singola candidatura..

Home appliances under the brands:

