

»Maybe tomorrow our products will be the hub of social living.«

**Charlotte**

Digital Transition



## 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 Data Specialist (m/f/d)

BSH Hausgeräte GmbH | Full time / Part time |  
Munich

### YOUR RESPONSIBILITIES

We are working toward sustainable, profitable growth for our European region. Help countries to design and implement sales and marketing solutions. Present your ideas to help design better local strategies. Exciting and varied tasks await you, including

- / Strategy optimization: refine digital and CRM strategies, ensuring they are effective in driving business growth, enhancing consumer satisfaction
- / Performance monitoring: continuously track performance of all owned and earned digital touchpoints, including websites and CRM systems
- / KPI management: set measurable objectives & key performance indicators in collaboration with marketing and sales stakeholders
- / Interaction: push improvements in a team of various stakeholders with the mindset "from data to insights to actions & results"
- / Enablement: be our influencer for strong, data-driven culture with focus on digital innovations environment and competitor benchmarks

### YOUR BENEFITS

- / Remuneration according to the collective agreement of "Metall- und Elektroindustrie" (30 days vacation, additional payments)
- / Flexible working time models that adapt to current life situations (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 plan financed by the employer

### YOUR PROFILE

- / Degree in Business Administration (Diploma/Master) or similar incl. relevant experience in the field of market, retail and consumer analytics
- / Knowledge of state-of-the-art analysis methods (Adobe, Similarweb, Google Search/Trends, Mouseflow, PowerBI)
- / Conversion driven marketing background of advantage
- / Strategic, entrepreneurial thinking and acting as well as strong collaboration skills in dealing with different stakeholders
- / Fluent German & English language skills complete the profile

### FURTHER INFORMATION

Please visit [bsh-group.com/career](https://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 IS AN EQUAL OPPORTUNITY EMPLOYER

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:



**BOSCH**

**SIEMENS**

**GAGGENAU**

