

»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.

Online Marketing Specialist (m/f/d)

BSH Electrocasnice S.R.L. | Full time | Senior level | Work office located in Bucharest
Bucharest

YOUR RESPONSIBILITIES

We are looking for a driven online marketing specialist eager to join the Digital Marketing team at our Bucharest office. If you are passionate about digital marketing and possess strong project management skills, this is your opportunity to become part of our team!

- / Plan, coordinate, and execute digital marketing campaigns across B2C and B2B2C channels.
- / Continuously optimize the website, managing both ongoing content and campaign-driven activities.
- / Implement localized digital strategies for website, Social Media, and Display in alignment with regional and global teams.
- / Monitor performance metrics, analyze results, and identify opportunities to improve ROI and overall campaign effectiveness.
- / Prioritize initiatives that enhance customer experience, satisfaction, loyalty, and brand performance.

YOUR BENEFITS

- / A stable, long-term position with an indefinite contract (including a 3-month probation period).
- / A dynamic, international environment where you can learn, grow and make an impact.
- / Flexible schedule and the option to work remotely part of the week.
- / Attractive benefits: annual bonus, company phone, private medical care, and more.

YOUR PROFILE

- / Degree in Marketing, Business, Communication, or a related field.
- / 3-5 years of digital marketing experience, including campaigns, performance, or website optimization.
- / International or agency experience is a plus; excellent English required.
- / Strong analytical skills; confident with data and tools like Microsoft Office and Adobe Analytics etc.
- / Proactive, curious problem-solver with hands-on mindset 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

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:



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