

»Maybe tomorrow AI will be driving innovation.«

**Cristina**

Innovation Technology



## 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.

## Global Social Media Manager (m/f/d)

BSH Hausgeräte GmbH | Full time / Part time |  
Munich

### YOUR RESPONSIBILITIES

You work in an exciting and international environment and personally contribute to the company's success. Challenging tasks and projects await you, such as e.g.

- / Track, analyze, and report on paid/organic performance of global social media channels across multiple platforms
- / Develop and implement strategies to optimize social media performance along CEJ and based on KPIs and business objectives
- / Identify trends and opportunities via data to inform global and local social strategies
- / Use Sprinklr and other tools to measure the effectiveness of content, campaigns, strategies and other tools like MBS, Firefly, Google Analytic
- / Ensure continuous improvement by running tests and experiments to enhance engagement, reach, and brand visibility

### YOUR BENEFITS

- / Compensation and benefits per metal and electrical industry agreement (30 days vacation, bonuses)
- / Flexible working hours (remote, part-time, job sharing, sabbatical)
- / Support for growth via BSH Global Learning Campus
- / Attractive company pension plan

### YOUR PROFILE

- / University degree in marketing, media or digital
- / Experience @ global level with decentralized social media teams and ideally hands on local experience
- / Familiarity with social media landscapes across different regions and cultures
- / Strong project management and multitasking skills
- / Entry level position, yet requires relevant internships in digital/social with a focus on organic and paid performance and analysis

I look forward to your application.  
Carina Grad (HR Contact)

### ANY QUESTIONS?

Please visit [bsh-group.com/career](http://bsh-group.com/career) or write to us at BSH-Karriere@bshg.com. We would love to welcome you in our team!

Find a new home for your professional ambitions:

Apply online now

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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.

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Home appliances under the brands:



**SIEMENS**

**GAGGENAU**

