

»Maybe tomorrow diversity will empower us to pioneer solutions.«

Robin

Supply Chain Europe



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.

Trade Marketing Expert

BSH Home Appliances Holding LLC | Full time |
Cairo

YOUR RESPONSIBILITIES

Trade Marketing is marketing that targets distributors, wholesalers, and retailers with the goal of increasing opportunities for end-users to purchase products.

- / Align category strategy, key messages and critical activities with brands.
- / Develop channel marketing programs for sales growth and revenue enhancement.
- / Collaborates with, sales and channel/account management to define and deliver tools and programs.
- / Manages revenues and margin targets within the assigned Channels.
- / Develops metrics, forecasts, analyzes, and reports monthly on channel marketing spend and return by account.

YOUR BENEFITS

- / Competitive package.
- / Medical and social insurance.
- / Working from home policy.

YOUR PROFILE

- / Educated to degree standard (master's preferable).
- / Minimum of 4 years' experience in either sales or marketing (trade or brand management) in consumer goods/electronics or FMCG industry.
- / Experienced in generating consumer/shopper insights and leveraging them to improve brand/category KPIs sustainable.
- / Experiences in managing brand/category P&L and allocating budget to activities (ROI).
- / Industry/product knowledge (preferably).

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, disability, or age, we wholeheartedly welcome every single application.

Home appliances under the brands:

