

»Maybe tomorrow thinking  
will be the same as doing.«

**Lukas**  
Brand Strategy



## 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.

## Online Marketing Specialist (m/f/d)

Domakinski Uredi Bulgaria EOOD | Full time | Permanent replacement position  
Sofia

### YOUR RESPONSIBILITIES

We're looking for a motivated Online Marketing Specialist to join our Marketing team in Sofia. If you have a passion for digital marketing, enjoy working on diverse projects, and thrive in a collaborative environment, this is your opportunity to make a real impact and grow your career with us!

- / Coordinate and execute all digital marketing activities across B2C and B2B2C channels.
- / Drive SEO performance and optimize brand websites to improve KPIs and online visibility.
- / Constantly enhance website content, campaigns, and user experience across online channels.
- / Manage CRM, email marketing, loyalty programs, and app initiatives to engage customers.
- / Develop and push review management, boosting ratings and reviews along the customer journey.

### YOUR BENEFITS

- / Permanent employment with a 6-month trial period.
- / Care for the work-life balance (home-office, flexible working hours).
- / Attractive and dynamic international work environment, open and modernly equipped work spaces.
- / Wide possibilities for professional and personal development and growth.
- / Stimulating salary package (Multisport card, health insurance, life insurance, etc.)

### YOUR PROFILE

- / University degree in Marketing, Economics, or related social sciences.
- / Minimum 1 year of professional experience in digital marketing or e-commerce.
- / Excellent communicator with strong project management, analytical skills, and a sharp eye for detail.
- / Experience in consumer brand marketing, SEO, and content/translation optimization.
- / Proactive, collaborative and passionate about digital marketing trends.

### 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.

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Home appliances under the brands:



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