

»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.

Cross Brand Marketing Manager (m/f/d)

BSH Hausgeräte GmbH | Job-ID: 76043870 | Full time / Part time
Munich

YOUR RESPONSIBILITIES

You will work in an exciting, international environment and personally contribute to the company's success. You can expect challenging tasks and projects, such as:

- / Plan & coordinate product launch communication activities across multiple stakeholders within Central Europe and BSH's brand portfolio
- / Support the Campaign Lead in the development & management of high-reach brand & communication campaigns
- / Coordinate media planning, asset deployment, and KPI monitoring in partnership with media agencies across Central European markets
- / Manage stakeholders & agencies to coordinate communication activities B2B and B2C related to licensing & test results from independent institutes
- / Lead cross-touchpoint/-category/-brand initiatives for cohesive execution and support ad-hoc projects and processes

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)
- / Wide range of employer benefits such as job bike, discounted equipment in the "Für uns" online shop, corporate benefits
- / Promotion of professional and personal development at BSH's internal Global Learning Campus
- / Attractive company pension plan financed by the employer

YOUR PROFILE

- / Bachelor or Master's degree in Business Administration, Economics, Marketing or related field with several years of experience in marketing
- / Experience in the conceptualization, planning, and execution of projects
- / Experience working across functions within complex, matrix organizations involving multiple stakeholders
- / Ability to work in a structured, proactive, and independent manner, with a solution-oriented, data-driven, and consumer-centric mindset
- / Fluent in German and English

I look forward to your application.

Lisa Marie Schmid (HR Contact)

ANY QUESTIONS?

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

Your application will also be forwarded to individual employees of the following company for the purpose of filling the position: BSH Hausgeraete Gesellschaft m.b.H. (Austria).

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



NEFF