

»Maybe tomorrow you won't have to look after your house, it will look after you.«

Anna

Digital Transition



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.

CRM Manager WE

BSH Huishoudapparaten B.V. | BSH Electroménager S.A.S. | SA BSH Home Appliances NV

Hoofddorp, Brussels, Saint-Ouen

YOUR RESPONSIBILITIES

You are responsible for developing and executing CRM strategies and related activities with the purpose to drive growth in the consumer base, engagement, conversion and retention.

- / Develop, coordinate and execute the CRM strategy and annual plans for BSH brands
- / Lead the implementation of CRM rollouts, new tools and features
- / Track and monitor the effectiveness of CRM initiatives and reporting on key metrics
- / Analyze consumer data to understand behaviors, segment consumers, and identify opportunities for personalized marketing
- / Work closely with global and local marketing, sales, and customer service teams to ensure seamless consumer experiences

YOUR BENEFITS

- / A challenging role with significant impact
- / The opportunity to take initiative in a dynamic market
- / Extensive possibilities for continuous growth and learning
- / The flexibility to work both from home and at the office

YOUR PROFILE

- / Bachelor or University degree with Digital Marketing orientation
- / Senior experience in managing CRM systems, marketing automation, segmentation, and personalization in an international B2C environment
- / Strong communication, collaboration and multitasking skills to manage projects across multiple countries, ensuring timely and effective execution
- / Entrepreneurial spirit, data-driven, pragmatic and result oriented
- / Fluent in English; French and/or Dutch is recommended

FURTHER INFORMATION

Please visit www.werkenbijbsh.nl or get in contact with Fleur Dullemen via +49 174 2163476 or fleur.vandullemen@bshg.com. We would love to welcome you in our team!

As this is a WE vacancy, please note that your personal data will be shared with the HR and/or functional departments of the three countries.

Find a new home for your professional ambitions:

[Apply online now](#)

Acquisition of third parties is not desirable.

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:

