

»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.

Manager - Digital & Performance Marketing

BSH Household Appliances Manufacturing Private Limited | Full time | Manager - Digital & Performance Marketing
Mumbai - HO

YOUR RESPONSIBILITIES

We are seeking a results-driven Digital & Performance Marketing Manager to drive online growth, customer acquisition, revenue, and brand visibility. The role will lead data-driven digital and performance marketing initiatives across multiple channels to maximize business impact.

- / Develop and execute media and digital marketing strategies to drive growth.
- / Manage campaigns across Google, Meta, YouTube, and e-commerce platforms.
- / Optimize SEO, website, content, and campaign performance using analytics.
- / Drive D2C, e-commerce growth, customer acquisition, and conversion.
- / Manage budgets, agencies, reporting, and cross-functional collaboration.

YOUR BENEFITS

- / Gratuity
- / GMC, GPA GTLI

YOUR PROFILE

- / PG/MBA with 10-12 years of digital/performance marketing experience.
- / Experience in consumer durables, FMCG, or D2C brands preferred.
- / Hands-on expertise in Google Ads, Meta Ads, and e-commerce platforms.
- / Strong analytical skills with Google Analytics, Excel, and dashboards.
- / Proven experience leading teams, managing agencies, and multi-category brands.

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



BOSCH

SIEMENS

GAGGENAU