

»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.

Retail trade specialist (m/f/d)

BSH Kućni aparati, d.o.o. | Full time | Work Mode: Hybrid (on-site/home office) | Permanent position
Belgrade

YOUR RESPONSIBILITIES

Are you passionate about marketing, retail and brands? Join us as a Retail Trade Specialist and help shape impactful campaigns, strengthen brand presence and drive sell-out performance.

- / Develop strategies to increase sell-out performance across key accounts and high-potential customers.
- / Create promotional strategies and campaigns together with Sales and Marketing.
- / Analyze sales data and market trends to identify opportunities and improve performance.
- / Coordinate and manage field force and promotional teams.
- / Ensure premium brand presence and excellent product presentation across retail and events.

YOUR BENEFITS

- / Hybrid work model with 40% home office and 60% office-based work, combined with flexible working hours.
- / Starting with 21 days of annual leave, private health insurance and annual health check-ups.
- / Continuous learning through technical and soft skills training and e-learning platforms.
- / Competitive salary package with annual bonus, company car for business and private use, mobile phone and laptop.
- / Access to our company canteen and employee well-being programs.

YOUR PROFILE

- / Bachelor's degree in Marketing, Economics or a related field.
- / Experience in Sales or Trade Marketing, ideally within the consumer electronics industry.
- / Proficiency in trade marketing analytics tools and campaign management software.
- / Strong analytical, organizational and project management skills, with a data-driven approach and ability to manage multiple priorities.
- / Excellent written and verbal communication skills, with proficiency in English and a collaborative mindset.

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.

Home appliances under the brands:



BOSCH

SIEMENS

GAGGENAU



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