

»Maybe tomorrow our products will be the hub of social living.«

Charlotte

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.

Category Manager Small Domestic Appliances (m/f/d)

BSH Elettrodomestici S.p.A. | Full time | Gross annual salary (RAL) range € 30.000 - € 40.000 + MBO

Milano

YOUR RESPONSIBILITIES

Accountable for the Business Unit's turnover growth, market share and profitability targets within the respective Sales Area. Manages the local product portfolio with corresponding GTM measures. Responsible for bringing local perspective into Business Unit's strategic framework.

- / Conduct market and pricing analysis: benchmark competitors, set price positioning, track market share and USPs; update price lists/Censhare/ECAT.
- / Define product assortment with HQ BU, request country product releases, evaluate alternative VIBs and build business cases for new ranges/projects.
- / Set sales and turnover targets per product, prepare product-level business plans, monitor profitability and act on critical or unprofitable items.
- / Plan product availability with Supply Chain, resolve bottlenecks, manage channel variants, and align with BU on category business development.
- / Lead product launches and sales enablement: brand comms, digital marketing, training, POS concepts, promotions (cashback, bundles) and dealer support.

YOUR BENEFITS

- / Hybrid working
- / MBO Bonus scheme
- / Flexible benefit (welfare online platform)
- / Ticket restaurants
- / Occupational and non-occupational insurance for accidents and permanent disability

YOUR PROFILE

- / University degree
- / 3/5 years experience in product marketing roles
- / Italian Consumer Product market experience
- / Fluent in Italian and English

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 È UN DATORE DI LAVORO CHE OFFRE PARI OPPORTUNITÀ

In BSH, la diversità e l'inclusione sono valori fondamentali che plasmano la nostra cultura aziendale. Apprezziamo l'unicità di ognuno e consideriamo la diversità dei nostri dipendenti come una chiave del nostro successo. Indipendentemente

dal genere, origine, religione, orientamento sessuale, disabilità o età, accogliamo con grande entusiasmo ogni singola candidatura..

Home appliances under the brands:

