B/S/H/ BSH Home Appliances Group

»Maybe tomorrow we won´t distinguish between digital and physical.«

Yasin
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.

Marketing E-Commerce Specialist (m/f/d)

BSH Elettrodomestici S.p.A. | Full time | Work Mode: Hybrid (on-site/home office) | Salary range 38.000€ - 45.000€ + MBO
Milano

YOUR RESPONSIBILITIES

Responsible for localizing eCommerce fitted online activities on retail channels.

- Plan, implement and oversee online marketing activities for e-retailers, ensuring effective execution across key digital sales channels.
- Ensure an innovative and consistent digital brand presence for all BSH brands, strengthening visibility and impact across e-retailers.
- Drive brand performance, Share of Search and conversion, optimizing key funnel touchpoints, landing pages, branded content and CTAs.
- Localize and execute digital content across e-retailer websites, including branded content and e-flyers, ensuring local market relevance.
- Coordinate eCommerce, Global Brands and agencies, managing dedicated Amazon investments to increase Share of Search and conversion.

YOUR PROFILE

- University degree
- 3/5 years previous working experience in Marketing
- Digital Marketing and E-Retailer Marketing expertise
- Fluent in Italian and English

YOUR BENEFITS

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

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:

BOSCH SIEMENS GAGGENAU NEFF