



HEAD OF MARKETING EUROPE WEST (M/F/X)

Founded in 1952, Blum is a family business based in Austria that produces lift systems, hinges, drawer runners and pocket systems for furniture. Blum fittings are supplied to over 120 markets all over the world.

Today, we serve our customers and partners in 17 countries across the region of Western Europe. We primarily operate through our well-established distributor networks in these markets. However, in some markets, customers receive our fittings directly from Austria or through long-standing representatives with whom we have been collaborating for many years. We are looking to build the image of the Blum brand across the whole of Western Europe and are seeking a marketing expert and dynamic team player to help us bundle and develop our marketing activities for the whole region.

YOU WILL

- ... be accountable for the holistic development of Regional Marketing Europe West. Therefore, you will bundle all regional marketing activities and develop, plan and implement the marketing strategies in the region
- ... define the regional framework parameters and act as a sparring partner for local experts in their local implementation
- ... ensure the strategic positioning of Regional Marketing Europe West and engage in professional exchange with the relevant departments of other regions as well as with Global Marketing
- ... determine key marketing figures to measure the success of marketing activities and be accountable for budget planning
- ... work with people from many different countries. We use English as the common language. Therefore, we expect great communication skills; very good knowledge of English and German is a prerequisite

WE

- ... are looking for a proactive and visionary leader with marketing experience, strong communication and networking skills, and a proven ability to drive cross-functional collaboration
- ... attach importance to a good education (degree in Communication Studies with a focus on Marketing, Economics or Business Education) and training, and hope you have acquired leadership skills during your several years of professional experience (in sales, marketing etc)
- ... offer you a demanding role in which you will be well supported. You will work in close collaboration with the Regional Director and the assigned steering committees (regular updates and presentations of activities and key figures)
- ... are looking for a person with analytical ability, for example to recognize overarching connections and development potential
- ... offer you the possibility to work independently locally within the region Europe West. You will work in a hybrid model.

However, we expect a certain willingness to travel within the region and globally (approximately 20% of the working hours)

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Legally binding note: The actual salary is above the metalworkers' collective agreement and is based on professional qualifications and experience as well as the Vorarlberg labor market.