

HEAD OF DIGITAL MARKETING & CUSTOMER RELATIONSHIP IMPROVEMENT (F/M/X)

We are an Austrian family business and one of the world's leading manufacturers of furniture fittings. We supply our products to more than 120 markets.

Did you know that we aim to shape Blum's future digital landscape by connecting strategy, customer needs, digital capabilities and business value?

As Head of Digital Marketing & Customer Relationship Improvement you drive sustainable organisational change by connecting business priorities, customer needs and digital capabilities. Moreover, you translate strategic opportunities into measurable business outcomes and scalable digital solutions, making transformation tangible across functions and regions.

In this role, you will contribute your own expertise while leading the department and empowering your team to advance customer relationships, digital customer experiences and business transformation.

YOU WILL

- develop and steer Blum's digital transformation agenda and translate strategic priorities into a clear roadmap
- analyse customer journeys, digital touchpoints and capability gaps to define strategic priorities and steer the development of scalable solutions, platforms and services
- strengthen customer-facing capabilities across digital customer interaction, customer experience and digital marketing to create measurable customer and business value
- connect business functions, regions, digital teams and IT and ensure shared priorities
- drive organizational change and build digital capabilities together with supporting functions
- promote the effective use of data and analytics and link digital investments to measurable business value

WE

- are looking for a professional with several years experience in digital marketing transformation, digital strategy, consulting or a comparable leadership role
- value a proven track record in leading business transformation and customer-centric change programs, beyond the implementation or administration of individual digital tools
- rely on strong communication, effective stakeholder management and collaboration across functions, organizations and regions

- expect strategic thinking combined with a pragmatic, hands-on approach to implementation
- require fluency in English; German and other language skills are an advantage

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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.