



## MARKETING COMMUNICATION MANAGER AT BLUM CZECH REPUBLIC (F/M/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. Our commitment to innovation and our dedication to quality have earned us a global reputation which is supported by **33 subsidiaries and representative offices** worldwide. One of these subsidiaries is Blum s. r. o., based in Prague, which has been active on the Czech market for 32 years. We are looking to build the image of the Blum brand in the Czech Republic and are seeking a marketing expert and dynamic team player to help us launch our marketing department.

### YOU WILL

- ... be responsible for the marketing strategy of Blum Czech Republic
- ... set marketing goals to support sales objectives
- ... manage and execute marketing campaigns, both online and offline, throughout the entire customer journey
- ... monitor and analyse campaign results and overall effectiveness
- ... be responsible for monitoring new technologies. Moreover, you have already gained experience with AI tools
- ... build cooperative networks with our HQ in Austria and subsidiary peers
- ... be responsible for organising events and exhibitions (inside and outside Blum CR)
- ... lead and manage the marketing team, focusing on team development and individual growth

### WE

- ... are offering an exciting position as Marketing Manager in a dynamic environment that promotes personal and professional development
- ... value your ideas and contributions in an open and collaborative corporate culture, where you will be involved in important projects from the outset
- ... are looking for a person who embraces continuous development, has a creative, innovative approach and good communication skills. We require strong Czech and English language proficiency
- ... are seeking a motivated personality with a pioneering spirit. We value your several years' experience in marketing (in international companies)

Telefon 004355787052869