



MARKETING SPECIALIST SCANDINAVIA (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. Established in 1977, Blum Sweden was one of the company's first subsidiaries. We have an office and warehouse facility in Huskvarna.

YOU WILL

- ... Conduct market research to derive actionable marketing strategies for Scandinavia
- ... Develop and set up a marketing strategy for Blum Scandinavia, focusing on Blum Sweden and Blum Norway
- ... Act as the main point of contact for the Scandinavian agencies, Marketing colleagues and our headquarters, ensuring alignment with overall regional and international strategies
- ... Advise and support the sales team by providing marketing guidance and making relevant materials easily accessible
- ... Coordinate and support the organization of events and exhibitions for Blum Sweden and Blum Norway to enhance brand visibility and customer engagement
- ... Align marketing campaigns with international headquarters and the Nordics region

WE

- ... Are offering an exciting position as Marketing Specialist in a dynamic environment that promotes personal and professional development
- ... Are looking for someone who is self-motivated with a strong drive to move topics forward, both independently and in collaboration with the wider organization and international teams
- ... Value curiosity and a willingness to learn about various aspects of the market, organization and industry, with willingness to travel across the Scandinavian markets
- ... Foster a dynamic environment that values your ideas and contributions in an open and collaborative corporate culture
- ... Are seeking a person who embraces continuous development, has a creative and innovative approach, strong communication skills and speaks English, additional knowledge of Scandinavian languages is a bonus — the office is based in Sweden
- ... Are looking for motivated personalities with a pioneering spirit. We would be delighted if you already have experience in marketing and project management, ideally within the kitchen or furniture industry

Julius Blum GmbH

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