



HEAD OF MARKETING FOR BLUM KAZAKHSTAN (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. Our commitment to innovation and dedication to quality have earned us a global reputation which is supported by 34 subsidiaries and representative offices worldwide. Did you know that one of these subsidiaries is Blum Central Asia which is located in Almaty and was founded 18 years ago? We are looking to build the image of the Blum brand in Central Asia and are seeking a Head of Marketing to help us design and implement our marketing and product strategy in the Central Asian market.

YOU WILL

- ... lead and develop the marketing function
- ... define and execute the marketing strategy in alignment with business goals
- ... strengthen brand positioning and customer journey as well as oversee product positioning and portfolio development
- ... introduce data-driven and digital marketing solutions and drive integrated online and offline campaigns
- ... partner closely with local and regional teams

WE

- ... value your education and experience: you hold a degree in a business-related field and bring at least five years of marketing experience on managerial/leadership level, preferably from the B2B segment
- ... prefer a structured, open and solution-oriented working style, combined with the ability to lead complex matters clearly
- ... appreciate your experience and your confidence in collaboration. Consequently, we are in search of a motivated individual with excellent interpersonal and communication skills
- ... are looking for a person with strong business accumen as the role will be part of the local management team
- ... operate globally: therefore fluent (written and verbal) English and Russian is required (Kazakh language skills are nice to have)

Julius Blum GmbH

Lara Hostenkamp
Telefon +4355787053370

Monthly base salary will be determined based on the experience brought to the role.

