



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

We are an Austrian family-owned company and one of the world's leading manufacturers of furniture fittings. Nearly 6,700 people work for us in Vorarlberg and more than 9,850 worldwide. We deliver our products in over 120 markets.

Networking, building bridges, driving transformation

Digital Marketing drives the evolution of online channels, digital customer touchpoints and the enabling processes, tools and data behind them. Customer Relationship Improvement leads the development of CRM processes and end-to-end customer journeys. It also oversees the supporting areas of project management, training and learning. As Head of Department, you will accelerate the transformation of our digital ecosystem, shape strategic collaboration across our regionalisation journey and deliver measurable value to our customers.

YOU WILL

- ... drive the strategic digital transformation of our customer touchpoints and department
- ... build a strong project culture and align the department closely with market and customer needs
- ... continuously enhance the department's setup, processes and ways of working while supporting the definition and evolution of digital frameworks, standards and guidelines across our global organisation
- ... foster strong collaboration with key partners, including Sales, IT and market organisations
- ... contribute to the Global Sales & Marketing strategy and ensure its execution within your department
- ... oversee the project management, knowledge and learning area, strengthening execution, capability building and continuous development

WE

- ... are seeking an individual who leads the development and continuous improvement of CRM processes and customer journeys, ensuring cross-functional alignment and governance. Familiarity with Blum's internal systems, processes and departments is beneficial
- ... welcome an empathetic personality with the ability to engage and motivate employees, support their development and align it with company goals. Moreover, you will create an environment that enables collaboration, ownership and continuous development
- ... value your ability to inspire, enable and develop effective ways of working together within and across departments

... believe that regular interaction within the team is an essential part of our work. Consequently, we are in search of a motivated candidate with excellent interpersonal and communication skills. In addition, we require advanced proficiency in German and English

Julius Blum GmbH

Nadine Hirschmann

Telefon 004355787052869

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.