



HEAD OF MARKETING EUROPE EAST (F/M/X)

Today, we serve our customers and partners in 31 countries across the region of Eastern Europe. We primarily operate through our well-established distributor networks in these markets. However, in some markets, customers receive our fittings directly from Austria or through long-standing representatives with whom we have been collaborating for many years. We are looking to build the image of the Blum brand across the whole of Eastern Europe and are seeking a marketing expert and dynamic team player to help us bundle and develop our marketing activities for the whole region.

YOU WILL

- ... Be accountable for the holistic development of Regional Marketing Europe East. Therefore, you will bundle all regional marketing activities and develop, plan and implement the marketing strategies in the region
- ... Define the regional framework parameters and act as a sparring partner for local experts in their local implementation
- ... Ensure the strategic positioning of Regional Marketing Europe East and engage in professional exchange with the relevant departments of other regions as well as with Global Marketing
- ... Determine key marketing figures to measure the success of marketing activities and be accountable for budget planning
- ... Work with people from many different countries. We use English as the common language. Therefore, we expect great communication skills; very good knowledge of English is a prerequisite

WE

- ... Are looking for a proactive and visionary leader with marketing experience
- ... Attach importance to a good education (degree in Communication Studies with a focus on Marketing, Economics or Business Education) and training, and hope you have acquired leadership skills during your several years of professional experience (in sales, marketing, etc.)
- ... Offer you a demanding role in which you will be well supported. You will work in close collaboration with the Regional Director and the assigned steering committees (regular updates and presentations of activities and key figures)
- ... Are looking for a person with analytical ability, for example to recognise overarching connections and development potential
- ... Offer you the possibility to work independently locally within the region Europe East. You will work in a hybrid model. However, we expect a certain willingness to travel within the region and globally (approximately 20% of the working hours)

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