



# BMW GROUP



## IT'S ENTHUSIASM THAT MOVES PEOPLE. SHARE YOUR PASSION.

Knowing the destination isn't enough: you need to know how to get there. Build up your own networks, exploit new ideas, consistently take the initiative. Inspire other people with your enthusiasm. That's the only way to give ideas the power that allows them to become true innovations. We want to keep driving towards the future, so our team is currently seeking you as

### **CRM and Digital Marketing Manager**

As an integrated member of our Hungarian marketing team, you will be part of designing the future digital landscape and be a meaningful part of the future of BMW premium customer journey.

#### **What awaits you?**

- You will actively influence the brand's future market position and brand image, implement Customer Experience Strategy by setting up relevant CRM processes, implement digital systems, transforming traditional operations into future proof, best in class customer experience.
- You will also be part of building the overall Digital Marketing Strategy and digital awareness by steering the online and social media communication to leverage synergies with CRM activities.
- You will also steer the local and central web developments and social media communications according to the Marketing Strategy.

#### **What you should bring along?**

- Qualifications and experience.
- College or university degree with marketing specialization.
- At least 3 years of work experience as a CRM and Digital specialist.
- Above average project and people management skills.
- Self-driven, highly organised, accurate with the ability to prioritise.
- Precise, familiar with figures, highly capable and flexible.
- Cooperative, open -minded, team player personality.
- Strong written and verbal communication skills both in Hungarian and in English.
- Affinity to IT and the digital world.
- Passion about cars is an advantage.

**Contract:** full time unlimited

**Desirable starting date:** March-April 2023

**Located at:** BMW Group Hungary (2220 Vecsés, Lőrinci út 59.) hybrid working model

Are you looking for an exciting challenge? Then join our team. We look forward to receiving your application. You can find detailed information and apply online at <https://jobs.bmwgroup.com/job-invite/66792/>.