

Bauwerk Group is one of the largest parquet manufacturers in Europe with production sites in St.Margrethen/Switzerland, Kietaviskes/Lithuania, Kaliningrad/Russia and Đurđevac/Croatia. With sales of around CHF 262 million and around 1,600 employees, it is one of the leading companies in the European parquet industry. The Bauwerk and Boen brands set standards in the market. This is only possible thanks to our qualified employees, who guarantee a partnership and goal-oriented cooperation with our customers and suppliers.

For our location in **St. Margrethen** we are looking for a

## **Digital Customer Journey Manager 40% position**

### **Your responsibilities**

- Supporting and improving the customer journey of the brands Bauwerk and BOEN
- Implement the digital strategy of both brands
- Analyse the customer lifecycle and lead relevant changes through the use of different digital platforms and the lead management strategies
- Use data from channels and customer experience feedback to lead and evolve the customer journeys including customer communications and automation (web, CRM, e-commerce etc).
- Improve and manage the UX of the websites and other digital channels for both brands
- Support both brands in projects, processes and campaigns

### **Your profile**

- Online marketing all-rounder with a great technical, logical and analytical understanding
- Bachelor degree in Marketing, communication or relevant experience
- Minimum 2–3 years of relevant working experience in UX and customer journey management
- Very good knowledge of UX and Customer Journey Management
- Knowledge of best practices and trends in digital channels for sales and customer feedback
- Very good communication skills in German and English
- Communicative, creative and team player
- Flexible, independent and structured way of working

### **What we offer**

- Strong, leading brands that set new standards across the industry
- Independent work with personal responsibility
- A young, dynamic team that stands behind and beside you
- Flexibility for home office
- All “walking tools” required will be covered
- Bauwerk Group culture and values

Are you interested? Then please send your digital application with photo to:

**Bauwerk Parkett AG, Human Resources, Neudorfstrasse 49, 9430 St.Margrethen**  
**[Bewerbungen.CH@bauwerk-group.com](mailto:Bewerbungen.CH@bauwerk-group.com)**