


BMW GROUP



SUCCESS IS CREATED BY PEOPLE, NOT DEPARTMENTS.

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.

Direct Sales Implementation Project Specialist

Our team at BMW Group Romania has an exciting new job opportunity, where your impact will be considerable in achieving our goals regarding the planned future implementation of the direct sales model.

What awaits you?

Together with respective department specialists you will be responsible for steering the direct sales model related topics including implementation of the required processes and system enablers to enhance the online customer journey for the agency model in the field of Customer Interaction Management (CIM) and Omni-Channel Sales (OCS).

CIM-related topics include:

- Responsibility for the correct implementation of the defined CRM system (Salesforce),
- Rollout of 1:1 as well as 1:all direct communication,
- Steering Customer data management,
- Rollout of E2E performance monitoring,
- Testing of related systems.

OCS-related topics incorporate:

- Further develop the rollout of the online stock locator including the digital checkout solution,
- Steering the implementation of the vehicle booking service,
- Supporting the rollout of the offer and ordering tool as well as B2B & Financial Services topics and applications like the delivery app and others.

What you should bring along?

- Degree in business or informatics (IT or similar education or professional experience),
- Min. 3 years of work experience preferably in CRM, knowledge of Salesforce,
- Project management skills to steer projects in an international environment,
- Conceptual skills with the ability to relate given targets to direct operation necessities,
- Fluent in English and in Romanian (German is an asset),
- Teamplayer, hands on and self-driven attitude with excellent communication skills.

Contract: full time (40 hours/week) fixed term contract until 31.12.2026

Starting: as soon as possible

Location: BMW Group Romania office

Are you looking for an exciting challenge? Then join our team. We look forward receiving your application via [eRecruiter](#).