

"Maybe tomorrow my kitchen knows what I would love for dinner."

Sebastian
Trainee Sales



Tomorrow is our home.

Start swiftly and grow fast at BSH Home Appliances Group: As a leading manufacturer of home appliances and solutions, we move things forward to make people's lives easier. With our global brands Bosch, Siemens, Gaggenau and Neff as well as our local brands, there is a world of opportunities for you to discover. We encourage people to develop their potential and never stop learning. After all, we believe that great work is the result of doing what you love. Join us now and give your career a home.

Internship (m/w/d) - Global Strategic Brand Management at Bosch

BSH Hausgeräte GmbH | Munich | Full time |

Your responsibilities

Are you well-versed in theory and now looking for practical experience in a dynamic company? Then use your talent and expertise to help us with the following tasks

- / Develop global brand positioning and strategy of the Bosch brand in the home appliance market
- / Execute brand strategy across different fields of action and consumer touchpoints such as customer service/live communication/innovation management
- / Conduct quantitative and qualitative analysis and market research
- / Develop concepts for global live communication projects
- / 3-6 months (ideally mandatory) internship

Your benefits

- / pleasant work environment in a dynamic, motivated team
- / international work environment
- / attractive employer benefits and pay

Your profile

- / Advanced Bachelor or Master level in business administration, management or marketing
- / Practical experience in relevant areas
- / Affinity for the Bosch brand, brands in general and the home appliances market
- / Strong team and social skills combined with excellent analytical skills
- / Advanced user of Excel and PowerPoint plus fluent in English and/or German

Further information

Please visit career.bsh-group.com. We would love to welcome you in our team!

Find a new home for your professional ambitions:

APPLY ONLINE NOW ►

Home appliances under the brands:

