

»Maybe tomorrow housework becomes a game.«

**Christina**

Supply Chain Qualification



## 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.

## Working Student Home Connect App and Data (m/f/d)

BSH Hausgeräte GmbH | Part time | from September 2025  
Munich

### 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

- / Supporting the branded CRM & App team in various projects and administrative tasks
- / Conducting desk research, as well as analyzing consumer data and insights
- / Creating marketing content using AI tools and maintaining product-related content and assets in BSH's product content management system
- / Supporting the Home Connect Ecosystem team in setting up partner marketing contracts and campaigns
- / Organizing and coordinating workshops and events

### YOUR BENEFITS

- / Attractive employer benefits and compensation (grouping according to collective agreement of IG Metall)
- / Flexible organization of working hours by means of time account
- / Possibility of mobile working according to individual agreement (max. 50 % of working hours)
- / Working in an inspiring team with a hands-on mentality
- / Cooperation at eye level and appreciative working atmosphere

### YOUR PROFILE

- / Master student in business administration with a focus on digital marketing or similar
- / Independent and structured way of working; high commitment and excellent teamwork
- / First practical marketing experience in an industry or agency
- / Strong research and analytical skills to gather and interpret consumer data and insight. Fluent in English
- / Excellent MS Office (esp. PowerPoint) skills, strong AI affinity, and willingness to use AI tools in content creation

### FURTHER INFORMATION

Please visit [bsh-group.com/career](https://bsh-group.com/career). We would love to welcome you in our team!

Find a new home for your professional ambitions:

Apply online now

### BSH IS AN EQUAL OPPORTUNITY EMPLOYER

At BSH, diversity and inclusion are core values that shape our corporate culture. We appreciate everyone's uniqueness and see the diversity of our employees as key to our success. Regardless of gender, origin, religion, sexual orientation, disability, or age, we wholeheartedly welcome every single application.

Home appliances under the brands:

