

»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 Global CRM & App (m/f/n)

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 global CRM & App team in lifecycle communication tasks around connected appliances and beyond
- / Organize and coordinate internal workshops and events
- / Creation of globally relevant content using AI tools and Adobe Creative Suite
- / Maintenance of marketing content and assets in the BSH content management system
- / Support in internal communication matters with content and document creation

### 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 marketing communication, international business or similar
- / Independent, structured way of working coupled with a strong sense of creativity
- / Very high level of commitment and excellent teamwork skills, first practical marketing experience and in copywriting is a plus
- / Very good MS Office skills and excellent Adobe Creative Suite skills are a must. Fluent in German and English
- / Willingness to apply 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:

