

»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 Digital Marketing (m/f/d)

BSH Hausgeräte GmbH | Part time | from July 2025  
Munich

### YOUR RESPONSIBILITIES

Do you already have theoretical specialist knowledge and would now like to supplement this with practical experience in a dynamic company? Then support us with your talent and know-how in the following tasks

- / Participate in GenAI marketing projects, focusing on data-driven decision-making
- / Support test-and-learn initiatives, assist with pilot projects, and summarize outcomes while developing decision templates
- / Collaborate with IT to enhance content management tools and improve the online experience.
- / Help set up and track AI-based marketing automation to support the implementation of tested GenAI solutions
- / Work with teams across different countries to improve localization processes and support internal communication

### YOUR BENEFITS

- / International & modern working environment
- / Attractive employer benefits and remuneration
- / Flexible organization of working hours by means of a time account
- / Possibility of mobile working by individual arrangement (max. 50% of working time)

### YOUR PROFILE

- / Enrolled Bachelor or Master student in Digital Marketing or related fields
- / Confident use of LLM's and Prompting Technics
- / Confident use of MS Office (Excel and PowerPoint) and Miro
- / Basic in prompt engineering and interpretation, with the ability to adapt solutions as needed
- / Fluency in English, basic knowledge of German

### 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.



**BOSCH**

**SIEMENS**

**GAGGENAU**

