

»Maybe tomorrow thinking
will be the same as doing.«

Lukas

Brand Strategy



Tomorrow is our home.

Find out how you can enjoy, grow and perform at BSH Home Appliances Group: As a leading manufacturer of home appliances and solutions, we encourage commitment and open-mindedness among our employees. With our global brands Bosch, Siemens, Gaggenau and Neff as well as our local brands, our focus truly is on innovation. And that doesn't just apply to our products and services, but also drives the way in which we cooperate, exchange ideas and organize our teams. Everyone is invited to make their individual contribution to our overall success. Join us now and give your career a home.

Product Content Specialist (m/f/d)

BSH Electrocasnice S.R.L. | Full time |
Bucharest

YOUR RESPONSIBILITIES

We are seeking a Product Content Specialist for full portfolio to deliver consumer-centric content solutions. The role involves cross-functional collaboration, market analysis and strategy execution to strengthen category growth.

- / Bring products to life by creating localized, consumer-friendly content for multiple Adriatic East countries.
- / Transform data into stories! Translate, shape, and present product information that stands out.
- / Ensure perfection – publish new products with complete, accurate, and flawless specifications.
- / Boost visibility – develop SEO-optimized content in text, images, and videos to attract consumers, use AI for better efficiency and enhancement.
- / Drive impact – support marketing teams with compelling content for launches and promotions.

YOUR BENEFITS

- / An indefinite-term employment contract, including a three-month probationary period.
- / A dynamic international environment with extensive opportunities for personal and professional growth.
- / Flexible working arrangements, including the possibility of home office.
- / An attractive compensation package with annual performance bonus, medical subscription, and additional benefits.

YOUR PROFILE

- / Degree in Marketing, Engineering, or a related field; 1+ year of experience - junior/apprentice welcome!
- / Experience in content management, translation, and data/product management, preferably in the home appliance industry.
- / Ability to work with AI tools to optimize content processes.
- / Fluency in Romanian and English, plus working knowledge of one local language (Serbian, Bulgarian, or Slovenian).
- / Strong communication, adaptability, and a collaborative mindset.

FURTHER INFORMATION

Please visit 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:



BOSCH

SIEMENS

GAGGENAU



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