

»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 Professional (m/f/d)

Domakinski Uredi Bulgaria EOOD | Full time |
Sofia

YOUR RESPONSIBILITIES

We're looking for a versatile team member to support our products across the Adriatic East region - someone ready to handle AI-driven content today and grow into more advanced responsibilities, including product management tomorrow.

- / Create clear, consumer-friendly descriptions for multiple countries that help products stand out.
- / Organize, translate, and present product information in an appealing, easy-to-understand way.
- / Check product specifics and content before publishing to guarantee quality.
- / Enhance product visibility with images, videos, and digital materials using AI tools.
- / Support Category & Product Management, including launches, promotions, and market research.

YOUR BENEFITS

- / Permanent employment with a 6-month trial period.
- / Care for the work-life balance (home-office, flexible working hours).
- / Attractive and dynamic international work environment, open and modernly equipped work spaces.
- / Wide possibilities for professional and personal development and growth.
- / Stimulating salary package (Multisport card, health insurance, life insurance, etc.)

YOUR PROFILE

- / Fluent in your local language, and English. Knowledge of Serbian & Romanian is a plus.
- / Degree in social studies (Marketing, Economics, Translation/Language Studies).
- / 1+ years in content, translation, product information, or marketing. Motivated juniors are welcome!
- / Ability to work with AI tools to improve content is a plus!
- / Strong communication, adaptability, and team-oriented mindset. Curious and versatile, ready to grow into more complex roles over time.

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

 **NEFF**

Posting from 2026-02-04 to 2026-02-18