

»Maybe tomorrow my kitchen knows what I would love for dinner.«

Sebastian
Trainee Sales



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 for Global Brand Bosch Team Social Media (m/w/d)

BSH Hausgeräte GmbH | Part time | from April 2026
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

- / Manage full-funnel social media channels for the Global Brand Bosch Team across owned platforms
- / Support content planning and maintain the social media content calendar
- / Track, analyze, and report KPIs to derive actionable insights
- / Assist community management by monitoring engagement and responding appropriately
- / Collaborate with marketing, design, and product teams to align content and campaigns

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

- / Currently enrolled in a Bachelor's or Master's program in Marketing, Communications, Media, or a related field
- / Previous internship or practical experience in social media, content creation, or marketing is preferred
- / Familiarity with social platforms, content calendars, analytics tools, and MS Office or Google Workspace
- / A collaborative, curious, and organized team player with strong attention to detail
- / Fluent English for daily communication and content

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:

