

»Maybe tomorrow you won't have to look after your house, it will look after you.«

**Anna**

Digital Transition



## Tomorrow is our home.

See how easy it is to explore new ideas at BSH Home Appliances Group: As a leading manufacturer of home appliances, we improve people's quality of life by thinking in solutions. With our global brands Bosch, Siemens, Gaggenau and Neff as well as our local brands, we explore innovative technologies from voice recognition to artificial intelligence. As we utilize these to create new user experiences, we think, prototype, build – and keep on learning. Join us now and give your career a home.

## Global Graduate Accelerator - Bosch Brand Germany (m/f/d)

BSH Hausgeräte GmbH | Full time / Part time | Munich

### YOUR RESPONSIBILITIES

Kick-start your career in a 12-month global program designed to develop future key positions and leaders through real business impact, senior mentoring, and international exposure.

- / Support planning and implementation of campaigns and activations across customer touchpoints (website, app, social media, fairs, retail)
- / Assist with mapping customer journeys and identifying opportunities to improve experience and conversion at each touchpoint
- / Conduct market and competitor research, gather consumer insights, and translate findings into touchpoint-specific recommendations
- / Contribute to the design and optimization of digital and physical touchpoint content and experiences
- / Monitor and report KPIs across touchpoints (engagement, conversion, NPS, bounce rates); propose data-driven optimizations

### YOUR BENEFITS

- / Structured 12-month development: Three distinct assignments offer broad business and cultural insights.
- / Clear home-country perspective: After the program, you will continue your career in a long-term role.
- / International exposure with local commitment: Gain global experience while employed on a local contract in your home country.
- / Accelerated development: Targeted learning, challenging projects, and close mentorship from senior leaders.

### YOUR PROFILE

- / Excellent Master's degree in Marketing, Business, Communications, or a related field
- / Intercultural experience e.g. through semester or internship abroad and willingness to work in different locations worldwide
- / Excellent written and verbal communication skills in English; German plus one additional language skill are a plus
- / Strong analytic thinking skills and a business mindset, ability to translate data into actionable recommendations
- / Strong interest in consumer goods, customer experience, and multi-channel marketing, basic understanding of digital channels, CRM and analytics

I look forward to your application.  
Kira Schmid (HR Contact)

### ANY QUESTIONS?

Please visit [bsh-group.com/career](https://bsh-group.com/career) or write to us at [BSH-Karriere@bshg.com](mailto:BSH-Karriere@bshg.com). We would love to welcome you in our team!

Find a new home for your professional ambitions:

Apply online now

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.

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Home appliances under the brands:

