

»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 Global Marketing for the Brand Gaggenau (m/f/d)

BSH Hausgeräte GmbH | Job-ID: 76042870 | Part time |
ab März 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

- / Support the Global Digital Brand Marketing team in daily digital communication activities across all touchpoints
- / Assist in planning, creating, and publishing social media content across global platforms (Instagram, LinkedIn, Pinterest, etc.)
- / Coordinate with internal stakeholders (inkl. markets) to ensure brand consistency
- / Support asset management and coordination with creative agencies
- / Monitor social media performance and prepare regular reporting & analytics summaries

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, Communication, Media, Business, or a related field
- / Strong interest in digital communication, branding, and current social media trends with initial practical marketing experience
- / Excellent written and verbal communication skills in English; additional languages are considered an advantage
- / Analytical mindset with a basic understanding of social media KPIs, combined with strong organizational skills and attention to detail
- / Confident using MS Office, especially PowerPoint and Excel; familiarity with social media platforms and tools is a plus

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

