

»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 Brand Analysis & Consumer Intelligence (m/f/d)

BSH Hausgeräte GmbH | Job-ID: 76043246 | Part time | from May 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

- / Track, analyze, and report on brand health for Bosch, Siemens, Neff as well as market and consumer data to derive actionable insights
- / Create inspiring brand presentations as base for internal brand trainings
- / Collaborate closely with Marketing, Design, and Product Teams to implement the brand strategy across all touchpoints and products
- / Support for organizing our internal Global Marketing Excellence Summit
- / Support for AI Agent Setup and quality testing

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, Market Research, Business Administration or a related field
- / Strong analytic skills, data affinity and ability to analyze, structure and present complex circumstances on top management level
- / Independent, systematic and target-oriented working method
- / Fluent English (verbal and written)

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

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:

