

»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 Training Portfolio & Cross Capabilities (m/f/d)

BSH Hausgeräte GmbH | Job-ID: 76043125 | 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

- / Drive key workstreams within the Marketing Resource Management tool by operationalizing standards, contributing to strategic marketing planning
- / Establish marketing KPIs with Global Brands and Entrepreneurial Units while creating robust controlling and steering processes
- / Guide annual marketing planning for Entrepreneurial Units to ensure data-driven execution and strict budget alignment
- / Lead performance analysis to identify efficiency gains and present strategic recommendations to Senior Management
- / Manage the interface between Marketing and Corporate Controlling to ensure seamless collaboration across all accounting units

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 as a student in Business Administration, Marketing, Communication, Media Management, or a related field of study
- / Passionate about AI and its role in marketing with a curious mindset and a strong desire to learn about the future of the industry
- / Proactive and organized with a structured, independent working style and a keen eye for detail in managing tasks and project plans
- / Excellent communication skills and the confidence to engage with a global team in a dynamic environment using fluent business English
- / Proficient in MS Office 365 and digital collaboration tools with a plus for experience in wiki platforms like Confluence

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:

