

»Maybe tomorrow AI will be driving innovation.«

Cristina

Innovation Technology



Tomorrow is our home.

Find out how you can enjoy, grow and perform at BSH Home Appliances Group: As a leading manufacturer of home appliances and solutions, we encourage commitment and open-mindedness among our employees. With our global brands Bosch, Siemens, Gaggenau and Neff as well as our local brands, our focus truly is on innovation. And that doesn't just apply to our products and services, but also drives the way in which we cooperate, exchange ideas and organize our teams. Everyone is invited to make their individual contribution to our overall success. Join us now and give your career a home.

Senior Specialist Consumer Research & Brand Intelligence (m/f/d)

BSH Hausgeräte GmbH | Job-ID: 76044347 | Full time / Part time | Fixed-term contract of two years
Munich

YOUR RESPONSIBILITIES

You will work in an exciting, international environment and personally contribute to the company's success. You can expect challenging tasks and projects, such as:

- / Lead end-to-end (inter)national ad-hoc market research
- / Integrate UX methods into innovation projects; run Design Thinking sprints and workshops
- / Build and manage Brand Intelligence to deliver actionable business insights
- / Turn complex research into high-impact strategies and product recommendations for stakeholders
- / Define requirements for UX & consumer research tools and ensure a future-proof, state-of-the-art setup

YOUR BENEFITS

- / Compensation and terms according to the collective bargaining agreement for the metal and electrical industry (30 days vacation, additional payments)
- / Flexible working-time models adapted to your life situation (e.g., remote work, part-time, job sharing, sabbatical)
- / Support for professional and personal development via BSH's internal Global Learning Campus
- / Attractive employer-funded company pension scheme

YOUR PROFILE

- / Degree in Sociology, Psychology, Market Research, Communications, Business Administration or other relevant field
- / Strong experience executing market research and Brand Intelligence projects, including both qualitative and quantitative market research methods
- / Strong communication and stakeholder-management skills, with the ability to collaborate across global and cross-functional teams
- / Independent and proactive working style with a hands-on teamplayer mentality
- / Experience supporting strategic and business-related topics beyond pure product research, including collaboration with local markets

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:

