

»Maybe tomorrow housework becomes a game.«

Christina

Supply Chain Qualification



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.

Intern Brand Portfolio and Consumer Journey Steering (m/f/d)

BSH Hausgeräte GmbH | Job-ID: 76047070 | Full time | from August 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

- / Dive deep into marketing strategy projects for some of the most iconic home appliance brands and shape how millions of consumers perceive them
- / Conduct meaningful competition and market analyses to sharpen our brand positioning and keep BSH's global brands one step ahead of market trends
- / Craft compelling presentations and insightful feedback evaluations that land on the desks of decision-makers and influence brand strategy
- / Keep our department running smoothly, maintaining Mural boards, documentation, and schedule overviews
- / Actively co-create and coordinate internal events and workshops that inspire and connect our brand community

YOUR BENEFITS

- / Flexible organization of working hours by means of time account
- / 35h / week
- / Support during induction and integration into the team
- / Cooperation at eye level and appreciative working atmosphere
- / Working in an inspiring team with a hands-on mentality

YOUR PROFILE

- / Enrolled in Business Administration, Marketing, or a similar field (at least 3rd semester) and eager to finally apply what you've been learning
- / Structured and independent way of working, taking ownership and following through
- / Analytical mindset with a genuine passion for brand management, marketing strategy, and competitive landscapes
- / Strong communicator and collaborative team player, turning complex data into clear, convincing stories
- / Confident with MS Office (PowerPoint & Excel) and ideally already with Mural

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:



BOSCH

SIEMENS

GAGGENAU



NEFF