B/S/H/ BSH Home Appliances Group

»Maybe tomorrow passion will be the ultimate skill.«

Fang
Innovation Management Cooking



Tomorrow is our home.

Enjoy the inspiring environment that enables you to realize your potential at BSH Home Appliances Group: As a leading manufacturer of home appliances and solutions, we improve people's quality of life and enjoy the trust of millions of consumers. Whether it is one of our global brands – Bosch, Siemens, Gaggenau and Neff – or a local brand, they all thrive on the excellence of our teams. Different individuals, united by a common goal, contribute their personal skills and passion. We are determined to empower each one of them. Join us now and give your career a home.

Intern Global Brand & Consumer Insights (m/f/d)

BSH Hausgeräte GmbH | Job-ID: 76047781 | Full time | from December 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 brand and consumer insights agenda for Gaggenau, working closely with regional marketing teams across Europe, Asia and the Americas
- Contribute to the measurement and reporting of global marketing and showroom performance, translating data into insights for management
- Support projects that inform brand strategy and customer experience decisions
- Explore how AI and new tools can improve how the team works with data and insights

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

- BSc/MSc studies in Marketing, Luxury Brand Management, Business Administration, Economics, Media/Communication; focus on luxury brands is a plus
- Confident handling of MS Office, in particular Excel and PowerPoint; initial experience with Power BI is an advantage
- Analytical mindset with a strong interest in consumer insights, brand marketing and data-driven storytelling
- Structured and independent working style, with the ability to collaborate in an international team environment
- Duration: 3-6 months, starting 1 Dec. Open to mandatory and voluntary internships; enrolment at a university for the full duration of the internship

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: