

B/S/H/

BSH HOME APPLIANCES GROUP



Welcome to the innovation leader in home appliances, welcome to the team!

With our products under the global brands Bosch, Siemens, Gaggenau and Neff, as well as with our local heroes and label brands, we make life easier. An international group with an annual revenue of about 12.6 billion Euros in 2015 and more than 56,000 employees, we inspire through high quality product design, resource-efficient technology and an excellent working environment. As a company of the Bosch Group, BSH offers you a wide range of career opportunities. Get ahead with your career – think ahead with us.

Internship in Global Strategic Brand Management at Bosch

Your tasks • Position at BSH Global Headquarters in Munich • During your 4-6 months (mandatory) internship you will contribute to the development of global brand strategies and the positioning of the Bosch brand in the home appliance market • Active support in the execution of brand strategy across different fields of action and consumer touchpoints such as customer service, live communication or innovation management • Support of quantitative and qualitative analysis and market research for the brand • Work on concept development for major, global live communication projects, such as showrooms or trade fairs • Preparation of and participation in meetings and presentations • Strong interaction with diverse departments within the company • Close collaboration with and support from your mentor

Your profile • You are in an advanced state of your Bachelor degree or Master in business administration, management or marketing with good performance • You have previous practical experience in apprenticeship or internships • You have an affinity for the Bosch brand • You show strong team skills • You have excellent analytical skills • You are an advanced user of Excel and Powerpoint • You bring along basic market research knowledge • You work in a systematic and target-oriented fashion • You are fluent in German and English

Curious? Please visit for further information our website and apply [online](http://karriere.bsh-group.de). We are looking forward to meeting you.

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Home appliances under the brands

