

Apply to make work better.



Director Brand (f/m/d)



Vienna



Full-time
employee



Executive (VP,
SVP, etc.)



75.000 € -
100.000 €



4,2

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Your tasks:

- **Collaborate with cross-functional teams** to define and implement a cohesive brand strategy that reflects our mission and values, ensuring consistency across all channels and touchpoints including social media, content marketing, sales, internal communications and corporate communications.
- **Provide strategic guidance** to marketing, communications, sales, and creative teams, fostering collaboration to enhance brand visibility and engagement through innovative campaigns that resonate with our audience.
- **Lead a team** of about 8 employees around brand communications, brand design and brand partnerships to deliver on initiatives to foster our growth, i.e. brand awareness campaigns, assets, brand positioning events, etc.
- **Monitor brand performance** and develop metrics to assess the impact of brand initiatives, making data-driven adjustments as necessary to optimize effectiveness.
- **Conduct brand audits and market analysis** to gain insights on industry trends, competitor activities, and customer perceptions, using this data to refine brand strategies and make informed decisions.

- Work closely with the kununu leadership team to align brand messaging with business objectives and corporate culture initiatives, ensuring all communications authentically represent our company values.

Your skills:

- **Proven experience** (8+ years) **in in-house brand management** or brand marketing, particularly in the digital sector, with a track record of successfully leading brand strategy initiatives and at least 3 years of experience in leading a team of 4-7 people.
- **Exceptional networking** and relationship-building abilities; you effortlessly connect with diverse teams and stakeholders, fostering a collaborative environment.
- **A natural storyteller** with the talent to translate complex topics into relatable content that engages diverse audiences through various channels—be it visually, verbally, or in written form.
- **Strong project management skills**, adept at leading interdisciplinary teams and managing stakeholder expectations effectively while juggling multiple priorities in a fast-paced environment.
- **A keen analytical mindset** with the ability to conduct brand audits and market research, translating insights into actionable strategies to enhance brand positioning.
- **Fluent in English and German**, with excellent writing skills that adapt to various audiences and formats, ensuring clarity, engagement, and an authentic voice in all brand communications.

About the job

Learn more... 

Your benefits

mobile_devices_for_private_use.png Party.png DrinksFood.png sabbatical_and_part_time.png flexible_home_office.png confidential_flexible_working_hours.png restaurant_vouchers.png officedogs.png workation.png suitcase.png

Your contact person

You still got questions about the job.
Feel free to get in touch with us.



Leontina Morvay
Recruiting Manager

Contact me

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