

We need you.



About the job

kununu is the #1 workplace review platform in the DACH region, helping millions of people make better career decisions every day.

Now, we're looking for a Brand Director (m/f/d) to shape the next chapter of our brand. This is an opportunity to take full ownership of kununu's brand direction — strategically, creatively, and with a clear focus on long-term growth.

In this role, you will define and lead our brand strategy across audiences, channels, and touchpoints. From job seekers discovering kununu for the first time to employers strengthening their talent brand on our platform, you will ensure that our brand shows up consistently, distinctively, and with impact.

You'll work closely with Marketing, Product, B2B, and Leadership to turn business goals, user needs, and market opportunities into a strong, relevant, and memorable brand experience. This is a senior leadership role with broad scope and real influence. You'll set the vision, build the right processes, guide creative excellence, and help the business grow through a brand that is trusted, distinctive, and built for the future.

If you're passionate about brand strategy, excited to shape how people experience kununu, and ready to make a tangible impact, we'd love to hear from you.

The gross annual salary for this position ranges between €95,000 and €112,000, plus a variable component, depending on qualifications and experience.

Your Tasks

- Own and drive kununu's brand strategy, including positioning, messaging architecture, brand narrative, and long-term brand vision.
- Define and evolve kununu's visual and verbal identity, ensuring a distinctive, consistent, and high-impact brand presence across all channels and touchpoints, including social media, sales, and communications a.o.

- Lead the development of brand storytelling by translating business priorities and product innovations into compelling narratives for both B2C and B2B audiences.
- Collaborate cross-functionally and act as a strategic brand partner to Marketing, Product and Sales, embedding brand thinking across the full user and customer journey.
- Lead, mentor, and develop a team of brand and design specialists, fostering a culture of creative excellence.
- Define and monitor brand performance and health metrics to evaluate the impact of brand initiatives, identify opportunities for improvement, and continuously strengthen brand effectiveness.
- Conduct brand audits and market analyses to understand industry trends, competitor activities, and customer perceptions, and use these insights to refine brand strategies and support informed decision-making.
- Own and manage external agency partnerships, ensuring strategic alignment, effective collaboration, and consistently high creative standards.

Your Skills

- Proven experience of 8+ years in in-house brand management or brand marketing, particularly in the digital sector, with a track record of leading brand strategy initiatives that drive both awareness and business results.
- Excellent communication and stakeholder management skills, with the ability to align leadership, influence cross-functional teams, and inspire creative teams.
- A natural storyteller with the ability to translate complex topics into relatable content that engages diverse audiences across channels - visually, verbally, and in writing.
- Strong project management skills, with experience leading interdisciplinary teams, managing stakeholder expectations, and juggling multiple priorities in a fast-paced environment.
- Comfortable working with data: brand tracking, campaign performance, and audience insights inform your decisions.
- Fluent in English and German (minimum C1), with excellent writing skills and the ability to adapt tone, style, and messaging to various audiences and formats, ensuring clarity, engagement, and an authentic brand voice.

Your Benefits

- Bring your dog to the office
- 6 week vacation
- Mobile devices also for private use
- Drinks, food & goodies
- Restaurant vouchers and employee discount
- Transparent, competitive salary
- Up to 12 weeks Workation

- Remote work option
- Trust-based working hours
- Communication on equal terms

Your Contact

You still have questions?
Feel free to get in touch with
me.

Christina

Christina Ye-Gruenner

Recruiting Manager

[christina.ye-
gruenner@kununu.com](mailto:christina.ye-gruenner@kununu.com)

Apply