

We need you.



About the job

An employer brand exists whether you manage it or not. At kununu, we give companies the power to own their story – and as Business Owner for Employer Branding, you'll be the person leading the charge.

kununu is the DACH region's leading employer review and branding platform, with over 15 million workplace insights and a reach that spans search engines, AI-powered tools, and millions of job seekers every month. Our Employer Branding Profile (EBP) is our flagship product - giving companies the insight to understand their culture, benchmark against peers, and ultimately shape how they're perceived by the talent that matters most.

The EBP portfolio has grown from a single profile to a three-tier suite – Core, Pro, and the newly launched Basic for smaller employers – with a clear strategic vision: The EBP is the foundation of the kununu platform – every extension we build sits on top of it, available exclusively to EBP customers. We're moving beyond a profile to a full strategic solution: one that helps companies win the right talent.

You'll be the person who defines what that means and makes it happen.

The gross annual salary for this position ranges between €85,000 and €105,000, including a variable component, depending on qualifications and experience.

Your Tasks

- Shape the Vision & Strategy:
 - Define the strategic direction for the Employer Branding portfolio across all three product tiers (Basic, Core, Pro).
 - Drive the evolution from a standalone profile product to an integrated, extensible employer branding platform.

- Stay close to market trends, candidate behavior, and the competitive landscape, translating insights into product and commercial opportunities.
- Lead Go-to-Market Execution:
 - Partner closely with Marketing and Sales to craft and execute a compelling go-to-market strategy across B2B (employer-facing) and B2C (talent-facing) dimensions.
 - Work hand-in-hand with Sales, providing strategic direction, clear positioning, and the commercial frameworks they need to win. You will be a trusted partner to the Sales organization, able to align, challenge, and elevate their approach.
 - Own pricing, packaging, and positioning across the EBP tier structure to maximize market penetration and revenue growth.
 - Ensure the EBP offering remains the anchor that unlocks the broader kununu portfolio for customers.
- Drive Operational Excellence:
 - Partner with cross-functional teams (across Product, Engineering, Marketing, Sales, Customer Success, to Data, and Business Analytics and beyond) to build the processes, structures, and ways of working that enable efficient, scalable growth.
 - Identify and remove friction in how we develop, sell, and deliver EBP, turning operational improvements into measurable commercial impact.
 - Turn strategy into action by designing and owning the execution plan and keeping cross-functional teams aligned against shared goals.
- Own Financial Performance:
 - Lead financial planning for the EBP business, including revenue forecasting and business case development for new initiatives.
 - Define, monitor, and act on the KPIs (financial and non-financial) that reflect portfolio health, growth, and performance.
- Communicate & Champion:
 - Keep leadership informed on progress, challenges, and learnings, ensuring EBP remains visible and strategically prioritized across the organization.
 - Act as the internal and external champion for kununu's Employer Branding Solutions offering.

Your Skills

- 5–7+ years of experience in senior strategic, product, or commercial roles in the digital space, with a proven track record of owning and growing a product or business area.

- Strong leadership skills, either through direct people management or cross-functional influence, with the ability to mobilize diverse teams around a shared goal.
- Proven ability to work with Sales organizations, setting direction, enabling high performance, and driving accountability without formal authority.
- Entrepreneurial mindset, combining bold strategic thinking with hands-on execution and strong attention to the operational details that make growth sustainable.
- Strong commercial mindset and analytical skills, with experience in pricing, positioning, go-to-market strategy, and data-driven decision-making.
- Excellent stakeholder management and communication skills, with the ability to communicate clearly and convincingly across functions and seniority levels
- Ability to thrive in complexity, navigate ambiguity, manage competing priorities, and make sound decisions with imperfect information.
- Genuine passion for HR solutions and employer branding, with a strong understanding of the challenges employers face in attracting, engaging, and retaining the right cultural fit.
- Relevant experience in B2B SaaS, HR Tech, digital platforms, or scale-up environments is a plus.
- Fluency in English and German at C1 level or higher, with strong verbal and written communication skills in both languages

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

Apply

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