

# Senior Brand Manager @ komoot



komoot helps people all over the world discover the best hiking and biking routes, empowering our users to explore more of the great outdoors. And we're good at it: Google and Apple have listed us as one of their Apps of the Year numerous times—and, with more than 9 million users and 100,000 five-star reviews - we are on our way to becoming one of the most popular cycling and hiking apps. Join our fully remote team of 60+ adventure lovers and change the way people explore!

We are now looking for a Senior Brand Manager who will take over the responsibility for komoot's brand strategy and establish komoot as a global brand for more than 300 million people searching for great outdoor experiences.

## What you will do

- Define and shape our brand strategy for different target groups and markets within and outside of Europe to establish komoot as a global cycling and outdoor brand.
- Translate our vision and brand into inspiring stories that'll be shared with millions of cyclists and outdoor enthusiasts.
- Plan, build and execute campaigns across all our communication channels, from our social media and blog to our newsletter that's read by millions.
- Team up with copywriters, designers, photographers and videographers to shape our storytelling, refine our visual language, and to produce stunning images and videos.

## Why you will love it

- You'll drive the komoot brand strategy and inspire cyclists, hikers and outdoor enthusiasts all over the world.
- You'll play a key role in our marketing team, enjoying full responsibility and total ownership of your tasks from day one.
- You'll enjoy the freedom to organize yourself the way you want and work with whichever tools you love.
- You'll work in a fast-paced startup with strongly motivated and talented co-workers.
- We let you work from wherever you want, be it a beach, the mountains, your house, co - working center of your choice, our HQ in Potsdam or anywhere else that lies in any time zone between UTC-1 and UTC+3.
- You'll travel together with our team to amazing outdoor places several times a year to exchange ideas, learnings and go for hikes and rides. Our last team gathering was in Austrian Alps.

**You will be successful in this position if** you have experience in strategic and tactical brand management, you have true interest and passion for outdoors and cycling, you speak fluent English and you have a keen eye for visual language that inspire people.

**Sounds like you?** Then we would love to hear from you! Head over to our website, submit your CV, Cover Letter, relevant examples of your work and something that shows your interests a bit more (blog, Instagram etc.). We are looking forward to your application.