

Let's store **daylight.**

Marketing & Brand Manager (m/f/d)

Start date: April to June · Full time 40h/week · Munich

Why Daylight?

We share a passion for developing innovative products to democratize the solar energy market and empower everyone to contribute to the fight against climate change - with green solar energy.

We are a team of young and motivated professionals and maintain an open, positive and fair working environment.

About this role

Experienced marketing professional with strong leadership skills and a proven track record of success in competitive markets. Fluent in German and English, with a customer-focused mindset and understanding of B2B and B2C marketing.



YOUR TASKS

- implement and optimize brand strategy
- Create a comprehensive marketing strategy with PR and media support
- Work closely with sales and product teams to support sales activities across all channels
- Build brand awareness and optimize brand appearance across all platforms
- Manage budget for marketing initiatives
- Support the creation of user manuals and packaging content.

YOUR PROFILE

- Experience in marketing, management, communications or related fields
- Strong leadership skills in managing internal & external teams
- Fluent in written and spoken German and English
- Demonstrated success in competitive markets
- Market and customer-focused mindset
- Understanding of B2B and B2C marketing distinction
- Experience in managing marketing and PR agencies
- Familiarity with Adobe Creative Cloud tools (Photoshop, InDesign, Illustrator, etc.) is a plus.

YOUR BENEFITS

- We are young and motivated team with a passion for our jobs
- You will see your ideas taking shape quickly, bring in your thoughts, re-think and challenge the status quo
- You can work remotely from home equipped with top hardware. Yet we will provide a shared desk in one of our co-working spaces
- We believe in regeneration and agility. Therefore, we offer 30 days of vacation for you to fuel up and find new inspiration
- We offer attractive employment contracts with employee participation for new team members who join us to power the Daylight vision.

Do you want to become part of the Daylight Eco Team? Send your CV and a short motivation letter including your availability and salary expectations to team@daylight.eco

Your contact person:

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