

JOB TITLE

BRAND MANAGER (m/f/d) – GROUP COMMUNICATIONS



TRATON
G R O U P

TRATON is a wholly-owned subsidiary of Volkswagen AG and a leading commercial vehicle manufacturer worldwide with its MAN, Scania, Volkswagen Caminhões e Ônibus, and RIO brands. In 2017, TRATON GROUP's brands sold around 205,000 vehicles in total. Its offering comprises light-duty commercial vehicles, trucks, and buses which are produced at 30 sites in 18 countries.

The Company had a workforce of around 81,000 worldwide across its commercial vehicle brands as of December 31, 2017. The Group seeks to realign the transportation system through its products, its services, and as a partner for its customers.

Your tasks

- Brand manager within the Group Communications department
- Marketing of innovative branding, cooperation and sponsorship concepts
- Developing and driving brand strategy
- Ensuring and monitoring a consistent corporate identity and consistent corporate design
- Generating a positive brand image and increasing brand awareness at an international level
- Providing advice and support on all issues related to corporate design and the brand
- Creating and implementing corresponding communication activities

Your profile

- Qualifications: university degree in marketing, design or other discipline
- High design competence and quality standards
- Several years of professional experience, preferably within brand building & -activation and a CI/CD environment
- Team player with a flexible, resilient working style
- Intercultural understanding and interest in an international networking environment
- Very well developed German and English language skills (written and spoken)
- Creativity and openness to new things
- Experience working in multinational corporations with a high degree of collaboration and alignment

More information

TRATON GROUP has this vacancy in Munich, Germany starting at the earliest possible date.

For more details please contact us at jobs@traton.com.

Application

We look forward to receiving your full application indicating the complete job title via e-mail at jobs@traton.com.