



## Visionaries in Branding and Design

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### The Netherlands

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Kingdom of Saudi Arabia, Singapore,  
United Arab Emirates, USA

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### Date

29-06-2017

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### Place

Eindhoven

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### To

Our new Brand Strategist

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### Concerning

Vacancy - Brand Strategist

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### Page

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### Comments

We are a strategy & design firm dedicated to keeping clients ahead of the competition through distinctive positioning, remarkable branding and inspiring design. At Skyne we are driven by teamwork, innovation, enthusiasm, passion and the success of our clients and partners. We challenge each other every day and love the freedom to come up with new ideas and initiatives – we test, trial, fail and learn all the time. We work hard and laugh loud, celebrating our victories and supporting each other every step of the way. Sounds like the kind of place you'd love to be?

We'll read on, because we're currently looking for a talented

## Brand Strategist -

A creative visionary and strategic thinker, who is able to 'think big' while operating pragmatically to help our clients achieve great success. You are able to develop strategic and creative solutions that connect brands to specific target audiences. You are a senior-level strategist who is relied on to come up with big ideas that meet objectives and work with our clients to innovate and engage with their audience in new, relevant and exciting ways. You are experienced in brand strategy, marketing and consultancy and able to oversee large complex projects. Together with the marketers, strategists and designers of Skyne you will be working as a team on branding and strategic projects. In these projects you are able to take the lead.

### Tasks and requirements

- 5-7 years of relevant experience in Brand strategy and Marketing.
- Knowledge of branding, marketing, strategy development, strategic planning and implementation, experiential marketing, database marketing, search engine optimization, (online) consumer behavior and social media, mobile and digital, process management, sales, design.
- Excellent organizational and communication skills, confident to present work to clients.
- The ability to take a brief and deliver inspiring, relevant, and disruptive results, in a short amount of time.

### Legal

Skyne B.V.

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- Senior-level marketer, able to 'think big' while operating pragmatically.
- Understanding the strategic, creative and production process.
- Team player with the ability to work independently and lead independent or team projects.
- Strong analytical skills and the ability to meet tight deadlines in a fast-paced environment.
- Communicative, open, curious, energetic and focussed.
- Fluent in Dutch and English, verbal and written.
- Based in The Netherlands.

## **Responsibilities**

- Develop strategic plans and creative concepts that meet brand objectives and are executable.
- Identify and understand the wants, needs and motivations of key audiences for the brand.
- Identify the most important benefits and messages for key audiences of the brand.
- Insure integrated, cross-functional solutions.
- Analyze, monitor and manage customers and markets.
- Lead internal brainstorm and client sessions and help crystallize ideas into actionable solutions for brands.
- Oversee the execution of projects, ensuring deadlines are met.
- Review work and recommendations for strategic accuracy.
- Work cross-disciplinary and build relationships with internal teams.
- Represent Skyne in client meetings and presentations, as well as industry events.
- Help our sales team exceed revenue goals by developing marketing solutions that move our business forward.

*Procedure: Please send your application letter and resume in English to [dubai@skyne.com](mailto:dubai@skyne.com). For more information, please contact +971 4 4309411 and look for Florine.*

## **About Skyne**

We consider it our mission to move brands and businesses forward in order to meet tomorrow's customer needs. To deliver the remarkable experiences that inspire, engage and set our clients apart from the competition. At Skyne we operate at the intersection of creativity, strategy and commerce and have the ability to drive positive change and accomplish our clients' goals through hands-on strategic advice and creative thinking.

Together with our award-winning international team, we realize exciting projects for premium brands around the globe. We stop at nothing to make sure the solution to our client's challenges exceeds the ordinary. In turn establishing customer loyalty, positively influencing purchase decisions and driving business results.