

Are you a curious person with a passion for the hospitality industry? Have you always wanted to use your creativity and strategical talents to create and develop hotel brands in an international environment? Welcome to Positioner.

## Who are we?

*We position. On point.*

Our team consists of people with different areas of expertise and talents who support hotels in their differentiated positioning in a highly competitive market. To do this, we work down to the very last detail to help a hotel brand create a meaningful and sustainable experience along the customer journey. Our strategic and data-analytical approach is paired with our understanding of design and psychology. Our engine: digitalisation! Twenty years of dedication and creativity are expressed in Swiss precision, a global network and a dash of Italianità.

## Our partners?

International and unique. Our clients are hotel affiliations, luxury, boutique and design hotels. This includes renowned hotels such as Le Sirenuse, Les Trois Rois, Gstaad Palace and The Cambrian Adelboden.

For the Hospitality Positioning & Innovation department, we are looking for a

## Creative Brand Strategist (50-100 %)

Your areas of responsibility are:

- Develop creative concepts within positioning strategies and branding projects in the hospitality sector
- Create and conceptualise communication measures and marketing/advertising campaigns
- Plan, run and post-process creative workshops
- Support the preparation of pitch presentations, including presentations to potential clients
- Support the company brand development
- Compose various texts

## Your Profile

- Higher education degree in the field of branding or commercial creativity
- Minimum 3 of experience in communication or brand building in a similar position
- Passion and expertise of hospitality/travel industry
- A high degree of self-initiative as well as an independent and result-oriented working style
- Preferably knowledge of digital topics and brands as well as brand experience
- Creativity and an ability to think outside the box
- Creative writing skills
- Strategical and economical thinking
- Capability to translate the creativity concept/strategies in an economical and physical product
- Network on creative collaboration partners
- Fluent in business English (ideally native or level C2)
- Willingness to travel

## Our Offer

- Work in an attractive international environment with well-known hotel brands
- In-depth insights and transfer of expertise in the areas of hotel brand development and innovation
- Strong teamwork and flat hierarchies with development opportunities in a family environment
- Home office/distance working possible (ideally working in our Zurich office)
- Flexible working hours
- 5-day week with 42.5 working hours (100 %)
- 4 weeks paid holidays and 15 public holidays per year (100 %)
- Special rates in all Swiss Deluxe Hotels (upon the availability of the hotel)

## Your Application

Are you interested? Please apply here: <https://wgwnkzqch7p.typeform.com/BrandStrategist>

Applications via email will not be considered. For specific questions, please send an e-mail to [fabian@positioner.com](mailto:fabian@positioner.com)