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We are hiring; Content Marketing Manager (m/f/d) part-time

Who are we

We are Kibun, a start-up based in Bolzano (South Tyrol) and Rosenheim (Bavaria), making company culture measurable with our own software and a large coaching network, accompanying change processes and giving employees a voice.

To fully support our clients, we are looking for you: a passionate **Content Marketing Manager (m/f/d)**.

In this role, you will be responsible for Kibun's public appearance, organize events, and ensure regular presence on LinkedIn to increase our reach and brand awareness.

Are you excited about being part of a young company on the rise? Do you appreciate uncomplicated collaboration with a cool team and direct contact with the founder, always keeping the clients in focus and enjoying being hands-on? Perfect!

By the way, Kibun supports companies in promoting employee satisfaction and motivation, creating attractive work environments. **We practice what we preach.**

Your contribution to Kibun and our clients:

You...

- feel at home on LinkedIn: with appealing posts and relevant comments from our company account, you make Kibun visible and continuously increase our reach and awareness.
- create and send newsletters for clients and interested parties, keeping in mind the interests of our target audience and developing engaging and informative content.
- build landing pages for our online and offline events.
- design graphics for posts, events, etc.
- independently develop strategies for meaningful content expansion.
- keep an eye on performance analytics and derive improvement measures.
- work closely with our Sales and Customer Success teams.
- collaborate with Customer Success Management to create stories that support the Sales team.
- bring your entrepreneurial mindset, work directly with the founding team, and help increase our visibility with your marketing insights.



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What you bring with you:

- You have experience in content marketing and ideally have already worked in a similar position.
- You have experience in the B2B sector or are eager and committed to understanding our target audience's mindset and interests.
- You are goal-oriented and results-driven and want to actively contribute to the company's growth alongside the team.
- Initiative, creativity, and structured work are among your strengths.
- You are flexible, resilient, and can quickly adapt to changing circumstances in a start-up environment.
- German is your native language.

Are you interested? Then build Kibun with us:

- Support in developing a rising SaaS start-up
- Interesting tasks with lots of freedom and responsibility
- Short decision paths, as you work directly with the founder
- Personalized onboarding
- Hybrid work and flexible working hours
- Open and active team culture with regular events like our team retreats 3 times a year in Italy, Austria, etc.

Start date: immediately or by arrangement.

Place of work: Hybrid with office in Bolzano (Italy) or Rosenheim (Germany).

We look forward to receiving your application via e-mail to julia.wolf@kibun.io!