We are hiring: **Director Marketing** (m/w/d) **full-time** at **VIVA Cruises** in **Düsseldorf**

About VIVA Cruises

VIVA Cruises stands for modern river cruising, high-quality travel experiences and an international outlook. With a growing portfolio – from VIVA Cruises to VIVA Boutique as the brand's most exclusive offering – a clear commitment to quality and individuality, and guests and distribution partners across international markets, we are continuously developing and strengthening our brand. For the next phase of our growth, we are looking for an experienced marketing leader with a strong international background who will strategically develop our brand, strengthen our position across international markets and ensure consistent execution across all relevant channels.

Your Role

As Director Marketing (m/f/d), you will take overall responsibility for the marketing strategy of VIVA Cruises. You combine strong brand leadership with a commercial mindset and know how to engage international audiences through compelling brand communication as well as data-driven marketing. You will work closely with the Management Board, Sales, Product and other key areas of the business, while leading the marketing team with a clear focus on quality, speed and measurable results.

Your Responsibilities

- Develop and implement the international marketing and brand strategy for VIVA Cruises
- Further develop our brand positioning and ensure a consistent brand presence across all markets and touchpoints – including the clear positioning and differentiation of VIVA Boutique as the most exclusive and highly individual offering within our portfolio
- Manage the entire marketing mix – from brand, content and PR to digital, social media, CRM and performance marketing
- Develop international campaigns and market-specific communication strategies for different target audiences and source markets
- Ensure close alignment between Marketing, Sales and E-Commerce to sustainably increase brand awareness, demand, leads and bookings
- Manage and continuously enhance the customer journey as well as our digital marketing and CRM activities
- Take responsibility for the marketing budget, media planning, agencies and external partners
- Define relevant KPIs and continuously analyse and optimise marketing performance
- Lead, develop and further strengthen a high-performing marketing team
- Monitor international travel, consumer and marketing trends and translate relevant developments into opportunities for VIVA Cruises
- Work closely with international distribution partners, travel trade partners, media and other key stakeholders

Your Profile

- Several years of leadership experience in a comparable senior marketing position, ideally as Director Marketing, Head of Marketing or in a similar role
- A strong international background and proven experience in developing and implementing marketing strategies across multiple markets

- Solid experience within the travel and tourism industry; experience in the cruise sector – particularly ocean or river cruising – is a strong advantage
- Experience across both B2C and B2B marketing, ideally combined with a strong understanding of travel industry distribution structures
- An entrepreneurial mindset and the ability to consistently connect marketing strategy with commercial business objectives
- Proven experience in leading and developing teams as well as managing agencies and international partners
- A strong affinity for high-quality and exclusive travel products, ranging from modern premium offerings to highly individual concepts such as VIVA Boutique, and a passion for creating exceptional guest experiences
- Excellent analytical and strategic skills combined with a strong hands-on mentality
- Confident presence, excellent communication skills and the ability to engage and inspire a wide range of internal and external stakeholders
- Fluent English; German and additional European languages are an advantage
- Willingness to travel internationally

What You Can Expect at VIVA Cruises

At VIVA Cruises, you will have the opportunity to play a key role in shaping a dynamically growing international travel brand with a differentiated portfolio – from modern premium river cruises to the particularly exclusive and individual travel experiences offered by VIVA Boutique. This position offers significant strategic scope while giving you the opportunity to turn ideas into action quickly. You can expect an international working environment with short decision-making processes, close collaboration with management and a team that is passionate about creating exceptional travel experiences. Would you like to help develop an international brand and actively shape the future of modern river cruising? We look forward to getting to know you. Please send us your full application, including your earliest possible starting date and salary expectations, to jobs@viva-cruises.com.