

Job description

Job Title:

Business Brand Manager – LU SAFE LLC

Location:

Remote / Baku, Azerbaijan (with flexible working model)

Employment Type:

Freelance/Project-Based (with opportunity for long-term strategic partnership)

About the Role:

LU SAFE LLC is seeking a visionary and ambitious Business Brand Manager to join our team and help lead the development of a new international brand identity based on our revolutionary S = S (Stakeholders = Shareholders) model.

This is not just a traditional role. We are looking for a partner who can co-create, innovate, and build with us — someone who shares our belief that collaboration and shared success are the future of business.

Key Responsibilities:

1. Develop and launch LU SAFE's brand presence across digital platforms.
2. Craft branding strategies that align with sustainability, ethical business practices, and stakeholder engagement.
3. Position and communicate LU SAFE's unique business model to external audiences.
4. Manage marketing campaigns, social media presence, and brand development projects.
5. Act as a strategic partner to the General Manager in shaping LU SAFE's market positioning.

Requirements:

1. Strong background in brand management, marketing strategy, or business development.

2. At least 10 years experience in building brands from early-stage or rebranding initiatives.
3. Excellent communication, creative, and leadership skills.
4. Passion for sustainability, ethical business practices, and innovation.
5. Fluent in English (Azerbaijani is a plus).
6. University degree is desired (not mandatory)

Compensation:


Competitive and aligned with LU SAFE's "S = S" Model, subject to discussion and agreement.

(it is a unique opportunity for performance-based profit sharing and growth participation.)

About LU SAFE LLC:

LU SAFE LLC is a dynamic and visionary company promoting health, safety, sustainability, and ethical business transformation. Our upcoming projects span Azerbaijan, the Middle East, and beyond.

If you are ready to move beyond the traditional employer-employee relationship and grow with a new generation company, we want to hear from you.

 Apply by sending your CV and a brief motivation letter to generalmanager@lusafe.az.
Subject: Business Brand Manager Application