

Social Media Manager (m/w/d)

As a Social Media Manager you are responsible for planning, implementing and monitoring the company's social media strategy to increase brand awareness, improve marketing and increase sales.

Tasks:

- You write press releases about our products, partnerships and results and handle press inquiries.
- You will professionally manage our social media channels, create editorial content (texts, images, videos) and ensure the visibility of our products.
- You design social media campaigns and put them into practice effectively
- You cultivate our dialogue with journalists and the social media community in a professional and binding manner and constantly keep an eye on the market, the competition and social media trends.
- You develop strategies and concepts how to make our existing social media presence more effective and stronger and involve influencers and multipliers in the process

Qualifications:

- Completed studies in media/communication sciences, journalism, etc. - ideally relevant professional experience in classical press work and social media management
- Knowledge of German ready for publication with an excellent feeling for the language and good knowledge of English
- Very good technical and practical knowledge of social media and their tools
- High level of commitment and awareness of responsibility as well as excellent self-organization
- You are open-minded, eager to learn and solution-oriented and distinguish yourself through high communication skills, confident appearance and diplomatic skills.
- You always keep the overview even with several projects at the same time, and don't lose the eye for detail.

Salary recommendation: € 35.000 - 40.000 p.a. (depending on location and experience)

Status May 2019

Would you like to know more? This is a sample job advertisement. We are happy to help you with your individual offer. Please send us an e-mail to info@digilents.com

Digilents is the personnel consultancy for e-commerce and digitisation. Here at Digilents we combine personnel consulting and recruiting of specialists and executives in e-commerce and digitisation environments for multinational corporations, medium-sized companies and family businesses. We cover the exponentially increased demand for e-commerce professionals - Chief Digital Officer, SEO and SEA experts, shop managers, e-commerce executives or experienced e-commerce employees and innovative online professionals. For companies, we are the first point of contact for open positions - even before classic headhunters or job portals. We have a great network and sound knowledge of change management and transformational leadership. Close cooperation with our partners and candidates makes us successful. We can quickly, efficiently and precisely network the right people and take individual care of the professional and cultural fit.

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