



Social Media Manager (PT)

Berlin-Mitte

About the Role

We are looking for a talented Social media manager to administer our social media accounts. You will be responsible for creating original text, photos and video content, managing posts and responding to followers. You will manage beets&roots image in a cohesive way to achieve our marketing goals. You should have excellent communication skills and be able to express beets&roots views creatively. Ultimately, you should be able to handle our social media presence ensuring high levels of web traffic and customer engagement.

- Perform research on current benchmark trends and audience preferences
- Design and implement social media strategy to align with business goals
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Collaborate with other teams, like marketing, sales and customer service to ensure brand consistency
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Stay up-to-date with current technologies and trends in social media, design tools and applications

Your Profile

- Proven work experience as a Social media manager
- Hands on experience in content management
- Excellent copywriting skills
- Ability to deliver creative content (text, image and video)
- Knowledge of online marketing channels
- Familiarity with web design
- Excellent communication skills
- Analytical and multitasking skills

Our Offer

- As part of Beets&Roots Team you enjoy great Team Atmosphere , healthy Food & delicious Barista Coffe for free.
- Flat Hierarchies with direct contact to Management
- Promising and clear career Possibilities in a fast-growing Start-Up

We're looking forward to hearing from you. Send us an E-Mail with your CV and a few lines about your motivation to oneteam@beetsandroots.de