



My work doesn't focus on headlines, I want to find out what's below the surface.

PIA CASTRO | ¡Aquí estoy! on DW (Español)

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For our Sports Department we are currently seeking a

Social Media Manager (m/w)

on a freelance basis to commence as soon as possible in Berlin and/or Bonn.

Deutsche Welle (DW) is Germany's public international broadcaster. DW is multi-medial and broadcasts world wide in 30 languages. DW is also home to the DW Academy which provides training for journalists and media professionals across the world. DW is based in Bonn and Berlin.

The Sports Department of Germany's international broadcaster is expanding YouTube activities for its innovative and entertaining Bundesliga football coverage – in particular via the launch of a new format **Kick off! Life – More than Football**. We are looking for motivated and creative YouTube content and community specialists to work for us on a regular, freelance basis. The job offer applies to DW's Sports Department in Berlin and Bonn.

Your responsibilities:

- plan and execute the publication of content on our Bundesliga YouTube channel www.youtube.com/user/dwkickoff
- liaise with editorial staff on content production, presentation and distribution
- supervise our user community and react to comments and feedback
- carry out monitoring and analysis, create reports and develop growth strategies
- liaise with our Social Media Coordinator regarding other platforms

Your profile:

- academic degree preferably in media/ journalism/communications or a comparable qualification
- several years of practical experience of social media management, with the focus on YouTube
- in-depth knowledge of football culture, especially the German Bundesliga
- sound knowledge of various social media platforms and management including an understanding of CMS systems, SEO and Analytics
- excellent experience of video editing techniques and technology
- great communication skills, joy to work in a team, creative personality
- very good English and German language skills

Interested?

Please send your detailed application documents to bewerbungberlin@dw.com via e-mail (1 PDF only, 7 MB max.) by August 25, 2017. Please mention job vacancy number F-08/17-B in the subject line.