



**BUNDESLIGA**

**With passion and professionalism we bring  
the world of the Bundesliga to life for everyone.**

Production of media content is the main role of DFL Digital Sports GmbH. With its headquarters in Cologne, DFL Digital Sports GmbH – a fully-owned subsidiary of DFL Deutsche Fußball Liga GmbH – creates media content on its behalf and implements its operational content output via various technologies. Production of content for international markets and in-house websites such as bundesliga.de also forms part of the work of this business unit.

We are currently seeking to fill the following position at the earliest opportunity

### **Social Manager Lead (m/f)**

Your highly-developed affinity for Social Media and viral marketing will enable you to convey the world of the Bundesliga to an international market and turn interested parties into fans.

#### **Your tasks:**

- Lead and develop the Bundesliga's social media team (both FTEs and freelancers) and work together with local agencies in key target markets
- Oversee social strategy, across the range of existing/new social media platforms, as well as day to day operations within the team
- Ensure content mix and tone of voice is aligned with the digital vision, core values and key brand messaging
- Work with other internal verticals (video, web, central planning) to devise effective narratives and evolve innovative, engaging content formats
- Analyse all data sources to define the direction of content across multiple regions
- Educating the wider editorial team on social media best practices and trends
- Primary social media point of contact for internal and external stakeholders
- Utilising social media to support the wider business, devising compelling editorial and partner campaigns
- Create a highly engaged global community, connecting the Bundesliga with all fans
- Oversee paid marketing activities: platform(s) strategy, planning, programme/campaign development, stakeholder management/reporting
- Strong understanding of visuals, design and brand, possess a good track record of working with both internal and external creatives
- Deep understanding of how to use analytics to drive decision making
- A strategist that understands how to best use social platforms to engage on a high level
- Thorough knowledge of sport, especially football
- First-rate English language skills, knowledge of German an asset

#### **What we offer:**

- A workplace in the Bundesliga environment
- Exciting and diverse tasks in a growing area
- The opportunity to work autonomously in an international organisation
- A modern office space
- Daily fruit basket
- Free water, coffee and tea
- Relocation Service (optional)
- on-the-job and off-the job trainings (optional)

#### **Your profile:**

- Several years' experience in social media, preferably in the field of sport and/or media
- Proven track record of leadership within a team, able to motivate and guide direct reports
- Can demonstrate previous excellence in the area of social media, resulting in tangible results
- Creative at heart: a storyteller, able to communicate a wide range of editorial output, engaging with a number of different regions
- Hands on experience of planning and administering paid media for both fan growth and content boosting
- Team-player with a high sense of responsibility and assertiveness

The position is initially based on a two-year fixed contract.

You want to be a part of our company?

Then please apply with your complete curriculum vitae, cover letter and stating the start date and your salary expectations exclusively by e-mail to:

**[bewerbungen@df1.de](mailto:bewerbungen@df1.de)**

The Human Resources Team of DFL Deutsche Fußball Liga GmbH