



The main task of DFL Digital Sports GmbH is the production of media content. Based in Cologne, the DFL Digital Sports GmbH is a 100% subsidiary of the DFL Deutsche Fußball Liga GmbH and produces and publishes media content via a variety of digital platforms on its behalf. Content production for international markets and the implementation of the league's own platforms e.g. bundesliga.com, also belong to the organisation's core tasks.

For our Cologne office, we are currently seeking to fill the following position at the earliest opportunity

Social Media Manager International (m/f)

Your highly-developed affinity for Social Media and viral marketing as well as your fundamental understanding of web-based and mobile technology will enable you to convey the world of the Bundesliga to an international market and turn interested parties into fans.

Your tasks:

- Marketing the Bundesliga brand to an international market on social media
- Monitoring various social media channels and optimising the results on the basis of pre-determined KPIs
- Further developing the social media strategy as well as building new communities and social media presence
- Plan and deliver social content, from daily output to major campaigns
- Identifying and building relations with influencers, increasing dialogue with relevant communities
- Manage relevant social agencies and freelance social editors – internally and externally
- Educating the wider editorial team and internal stakeholders on social media best practices and trends
- Social point of contact for internal and external stakeholders
- Create and activate a highly engaged global community, connecting the Bundesliga with all fans
- Identify football and social trending topics; commissioning and briefing creative assets to leverage these trends
- Work with Internal graphic team to produce best in class graphical elements in line with Bundesliga brand

Your profile:

- Three to five years' experience in social media, preferably in the field of sport
- A digital strategist that understands how to best use social platforms to engage on a high level including paid media best practices
- Can demonstrate previous excellence in the area of social media, resulting in tangible results
- Understanding of both brand and content marketing
- Experience using monitoring, analytical and social reporting tools and how they impact on social content creation
- A storyteller, able to communicate a wide range of editorial output, engaging with a number of different regions
- Experience of managing multi-language teams
- Ability to be both creative and strategic in equal measure
- Highly creative individual, with experience of executing design assets across a number of mediums and platforms

Alongside enthusiasm for sport in general and football in particular, you should also demonstrate the following abilities:

- Strong communication skills, able to convey your message to all stakeholders
- Team-player with a high sense of responsibility and assertiveness
- Hands-on mentality with a zeal for social/digital media and technology
- First-rate English-language skills, knowledge of Spanish and German an asset
- Static design experience is desirable
- Film production for social

What we offer:

- A workplace in the Bundesliga environment
- Exciting and diverse tasks in a growth area
- The opportunity to work autonomously in an international organisation
- Personal development and training opportunities

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

Please apply with your complete curriculum vitae and covering letter with three examples of your biggest achievements to date. Please also state your notice period and your salary expectation **exclusively by e-mail to:**

bewerbungen@df1.de

DFL Deutsche Fußball Liga GmbH
Human Resources – Recruiting

