

digitalswitzerland

digitalswitzerland is a multi-stakeholder initiative that aims to strengthen Switzerland's leading position as a global digital innovation hub. The association comprises over 150 members - renowned Swiss and international companies, universities, cantons and organizations.

Starting **as soon as possible**, we are looking for a:

SOCIAL MEDIA MANAGER (m/f) 80-100%

Are you overflowing with great ideas for engaging and thought-provoking content for social media? You are hands on and know how to create and work with different formats (video, livestream, infographics, blogs, ads) and you know how to use the different channels (Facebook, LinkedIn, Twitter, YouTube, Instagram). You know the latest trends in social media content and channels and you manage content and channels with ROI in mind. You inform your decisions based on data, you test and measure everything you do. As a Social Media Manager, you are part of a young, dynamic team at the heart of digital transformation and innovation. You will be responsible for the following tasks:

- *Social media*: writing, creating and publishing content on the digitalswitzerland channels
- *Content creation*: create and manage production of multi-media content like videos (in all social media formats, livestreams, blogs, infographics, ads)
- *Planning & scheduling*: manage content planning, tailor content to each channel and schedule posts (knowledge of Hootsuite required)
- *Paid advertising*: set up and manage paid advertising campaigns, including targeting to reach the right people with the right content (in the right language where appropriate) and defining KPIs
- *Platform and tools*: build and advise on an efficient flow of content through pipeline from creation to publishing, using efficient, collaborative tools
- *Analytics*: strong data-driven know-how to capture insights to continuously measure and adjust campaigns and provide regular reports on social media performance.

Our expectations:

- You have a degree in Digital Marketing & Communications with a specialty in Social Media (Uni / FH)
- 1 to 3 years of professional experience in the field of communications, social media, digital marketing
- Deep understanding of social media channels (Facebook, LinkedIn, Twitter, Instagram, Youtube) and platforms like Hootsuite
- Experience in setting up and managing budget for social media ad campaigns
- Interest in digital transformation in Switzerland, innovation and technology
- Excellent ability to write in English, with German, French or Italian
- A high level of commitment and energy, and the ability to work under pressure, with tight deadlines in a fast-paced and dynamic environment

We offer you a flexible workplace, based either out of our Zurich or Lausanne locations. From day one you can work independently, take on responsibility, contribute your individual strengths, master interesting challenges together with the team. If you are interested in this position, send your application to jobs@digitalswitzerland.com. We look forward to receiving your application **by 31 August 2019**.