

# Senior Social Media Manager

## About Waymate

How do you feel about today's travel planning? It kinda sucks, doesn't it? Don't you agree that it's missing creativity, simplicity and cool features? Don't you think it's time to disrupt the travel market with new products? If yes, read on.

Waymate will change travel planning as we know it today. We'll shape the future of travelling. We'll make it fun, social and creative. Both Web and Mobile. We believe in making digital products more human, more personal and more awesome. We have a lot in our pipeline. Now we need the best Social Media whizz to join our team!

You'll be working with some of the most talented people in their fields. Waymate was the winner of the „1st Smart Mobility Challenge“ and was nominated as „European Startup of the Year“, „Best Travel Technology Solution“ and „Best Web App“ at various awards. Ready to kick ass in the travel industry?

## Your Role

You are the important social glue between our kick-ass product and the end user. You have a love for topics like travelling, holidays and transportation. You ask yourself: What motivates travellers in modern societies? You have the ability to observe trends among different user groups. As Senior Social Media Manager you play a pivotal role in engaging our followers as well as recruiting new ones. You are on top of every conversation about our startup. You know how to create awesome social campaigns. You have a genuine passion for all things social, and you know social platforms and tools like the back of your hand. You have a knack for creating perfectly-crafted, relevant and timely content, which you'll deliver smartly across various channels. You'll build up a strong social media team.

You will be based at our awesome headquarters at Rosenthaler Platz in Berlin.

## Responsibilities

- Conceptualize and execute outstanding social media campaigns
- Community building: Use social channels to actively engage a growing fanbase
- Campaign execution: Deploy topical or audience-driven social campaigns that support and help amplify other online marketing campaign efforts
- Leverage social media in order to drive traffic to our web and mobile apps
- Build-up your team
- Identify intelligent partnerships and integration points with other smart services
- Drive insights from data: Monitor, analyze and report on all social media initiatives and translate feedback into product management
- Work closely with the PR Manager, SEO Manager and Head of Product to align activities
- Research and identify relevant new social media trends, strategies and promotions
- Be an ambassador for Waymate online as well as in person at events, meetups etc.

## Requirements

- Masters degree in Marketing, Communications or other related field desired
- 4+ years professional experience
- **Native German or native level German skills.** Perfect writing skills!
- Excellent level of English (office communication is in English)
- Ultimate knowledge and experience of social media to drive brand awareness, engagement, and traffic
- Active and established social media presence, and a passion for social media and emerging web trends
- Perfect ability to operate in the social media „milky way“.... We're looking for media junkies with personal expertise from among these channels
- Expertise in social media monitoring and web analytics platforms
- Strong customer service orientation as well as presenting a professional presence online
- Naturally creative; able to provide original ideas and execute them
- Natural curiosity and exceptional attention to detail
- Interested in travel and transport; you know where to source great content
- Excellent communication skills - you are a flawless writer and have the ability to create, proofread and edit engaging, informative and SEO-optimized content

## What we offer

- Working with a very successful and highly motivated team
- Attractive workplace in the heart of Berlin
- Creating a unique product, changing the world of travelling
- Flat hierarchies, great career opportunities
- Competitive remuneration package
- Immediate start

## Summary

We're looking for doers and makers. People with a real passion for what they do, and a desire to change the travel industry, for the better. We have a great office space in the centre of Berlin's "Silicon Allee" (incl. a pretty nice sun terrace with a paddling pool), an incredible team and a fascinating product with bags of potential. If that sounds like your kind of thing, then we want to hear from you.

Send us your CV & tell us why you'd be the best person for the job - [jobs@waymate.de](mailto:jobs@waymate.de).