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- Strategic development and maintenance of our social media channels  
- Responsible for the conception, coordination and analysis of all activities on the relevant social media platforms  
- Editorial content planning, creation of high quality &amp; inspirational content and community management  
- Evaluation and KPI-based success reporting for continuous success measurement and content optimization  
- Interface within the marketing team with a focus on the areas of creative &amp; online marketing  
  
  
  
your qualifications  
  
- Successfully completed studies in the field of communication, media management or business administration with a focus on marketing, or a comparable qualification  
- Very good knowledge of spoken and written German and English  
- Structured &amp; analytical approach and knowledge of relevant marketing KPIs  
- Pronounced interest in digital innovations and a very good sense of digital trends and target group-related content  
  
  
  
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