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Strategy and Ops Lead - TikTok LIVE - Munich

Responsibilities

TikTok is the leading destination for short-form mobile video. At TikTok, our mission is to inspire creativity and bring joy. TikTok's global headquarters are in Los Angeles and Singapore, and its offices include New York, London, Dublin, Paris, Berlin, Dubai, Jakarta, Seoul, and Tokyo.

Why Join Us

Creation is the core of TikTok's purpose. Our platform is built to help imaginations thrive. This is doubly true of the teams that make TikTok possible.

Together, we inspire creativity and bring joy - a mission we all believe in and aim towards achieving every day.

To us, every challenge, no matter how difficult, is an opportunity; to learn, to innovate, and to grow as one team. Status quo? Never. Courage? Always.

At TikTok, we create together and grow together. That's how we drive impact - for ourselves, our company, and the communities we serve.

Join us.

The LIVE Operations team is dedicated to optimizing all aspects of TikTok LIVE. From content strategy, monetization, gifting, features, and data analysis to creator education, campaigns, and supporting agencies, we ensure a fun and safe space for all our LIVE users. Our mission is to drive growth, improve operational efficiency, and foster positive experiences for creators and agencies alike. The LIVE Operations team is obsessed with everything to do with TikTok LIVE. Our focus is to continually champion and optimize TikTok LIVE through working with creators to ensure a creative, fun and safe space for all of our users.

The Strategy and Ops Lead plays a crucial role as a key member of the TikTok LIVE team in Germany, Switzerland & Austria. This position is expected to contribute to growth by maintaining a comprehensive understanding of the livestream business landscape. Responsibilities include, but are not limited to, developing and maintaining a strategic business outlook, leading the business planning agenda and data insights, and driving key growth initiatives across the organization.

Responsibilities:

- Serve as the primary strategic partner to the rapidly expanding TikTok LIVE DACH team, taking a strategic and data-driven approach to provide recommendations for business growth.
- Implement initiatives that ensure the growth of the Livestream business in DACH. Identify and proactively pursue business opportunities and strategies to scale the DACH Live businesses. Ensure the high-quality execution of growth projects led by the TikTok LIVE DACH team.
- Create and refine processes and organizational procedures to maximize efficiency and productivity. Ensure clear communication of key information across teams. Enhance the quality and efficiency of project management and OKR tracking for the entire business team.
- Own and develop the data and analytical capabilities of the TikTok LIVE DACH team.

Qualifications

Minimum Qualifications:

- Proficiency in English and German to effectively collaborate with both English and German speaking partners.

- Highly responsible, independent, and resilient.
- Strong analytical skills and problem-solving capabilities.
- Fast learner, highly self-driven with a curious and structured thinking mindset.
- Ability to adapt to change with a roll-up-the-sleeves attitude.
- Excellent communication skills, capable of effective cross-functional collaboration.

Preferred Qualifications:

- Bachelor's degree or above.
- Minimum of 4 years of strategic and analytical experience at leading tech companies, consulting firms, or investment firms. Experience with user-generated content and livestreaming is preferred.
- Real enthusiasm for livestreaming and sincere interest in creator networks' and creators' needs and points of view.
- Mandarin is a plus to collaborate with Mandarin speaking partners.

TikTok is committed to creating an inclusive space where employees are valued for their skills, experiences, and unique perspectives. Our platform connects people from across the globe and so does our workplace. At TikTok, our mission is to inspire creativity and bring joy. To achieve that goal, we are committed to celebrating our diverse voices and to creating an environment that reflects the many communities we reach. We are passionate about this and hope you are too.