**Social Media Manager**

Reporting to Country MKTG Manager

Europe's leading online grocery delivery service. Using technology to deliver weekly shopping (17 000 SKUs) in less than three hours in 15 minute time slots, saving our customers time and giving them freedom and flexibility.

The world needs a better food system, one that is more sustainable, more inclusive and which brings healthier and more personalised food to all. Rohlik Group is leading this change. In every city we carefully select the best quality and freshest local produce to save our customers time; from butchers to bakery, and fresh produce directly from farmers via our unique Farm-to-Door program. We carry all the favourite brands, plus a range of affordable own-label products, so our customers don’t miss out on what they love.

**Department Overview**

**Role Overview**  
As a **Social Media Manager**, you will be the voice of our brand on social platforms - establish and grow our brand story along other communication channels.

You will maintain and grow the social media presence (organic content on platforms like Meta, LinkedIn, TikTok, etc.), assist in the localization of campaigns and local developments. You are responsible for crafting and executing a social media strategy that expands brand awareness, fosters engagement, achieves specific business goals and build brand loyalty, and drive business results.

**What we expect from you**

* Live with customer feedback on social media
  + Engage with customers, use negative feedback to improve company
  + Turn negative experiences around by being honest and helpful
* Dive deep into the data to find customer insights that will improve our performance in lead generation and customer engagement
* Build the visibility of our company’s social content with page optimization techniques on all social media and search networks.
* Audience Research & Analysis: to identify the target audience on social media, understanding their preferences and behavior.
* Competitive Analysis: to research competitor activity on social media to gain insights and develop a differentiated strategy.
* Social Media Strategy Development: to craft a plan that aligns with overall marketing goals, outlining target platforms, content themes, and posting schedules.
* Campaign Development: to plan and develop targeted social media campaigns to achieve specific objectives (brand awareness, lead generation, etc.).
* Reporting & Insights Generation**:** to translate data insights into actionable recommendations for optimizing social media strategies.

**What we look for**

* German: C2, English: C1.
* Experience in Media Design, Online Marketing, or Digital Communication.
* Further training in Social Media Management, Content Marketing, or Digital Strategy is a plus.
* Certificates in social media tools (e.g., Meta Blueprint, Google Analytics) are beneficial.
* 2–3 years of experience managing social media channels, preferably as a Social Media Manager, Online Marketing Manager, or Community Manager.
* Proficient in managing platforms (Meta, LinkedIn, TikTok) and creating audience-focused content.
* Experienced in developing social media strategies to boost brand awareness, customer engagement, and lead generation.
* Skilled in content creation (text, image, video) and campaign execution.
* Track record of successful social media campaigns with measurable outcomes (e.g., follower growth, engagement rates).
* Experienced in analyzing social media data and reporting on performance metrics.

**KPI’s typical for the position**

* Social media engagement rates (likes, shares, comments)
* Growth in followers/subscribers or unique users who saw your social media content.
* Impact of social media campaigns on brand awareness and customer acquisition (FTUs).

**What we offer**

* Your work will have a direct impact on the company's results
* We will implement your good ideas almost immediately – not waiting for the approval of the headquarters somewhere in the world
* You will not be bound by corporate processes
* Your work has to be innovative and meaningful, we do not want to follow trends, but set them
* Last but not least, we mainly offer a fair reward and the possibility of professional growth and education, also a great bunch of people around and a legendary company events

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