

SENIOR SOCIAL MEDIA MANAGER SPORTS (M/F/D)

If you are into sports & social media – this is your opportunity of a lifetime.

You'll be responsible for overseeing the team that handles Red Bull's global sports social media strategy and execution. Your key responsibility is to ensure that the company's sports priorities are communicated across our social channels and curate Facebook, Instagram, YouTube, Twitter, TikTok and any new platforms that arise. A strong understanding of social-first storytelling and action sports is key, along with platform-specific details, tools, and nuances.

ALL THE RESPONSIBILITIES WE'LL TRUST YOU WITH:

ALL ABOUT SPORT

- ✓ You'll have the opportunity to define our global strategy for our Red Bull sports properties and work with our 160+ markets in defining publishing flow and unified tonality across the accounts. You'll work on our cross platform release strategies and build a clean content workflow between our entire organization and the sports channels. You'll define an audience reach strategy to align with company goals with the goal to grow audiences and engage users within the sports verticals.

CONTENT RELEASE PLANS

- ✓ You'll work closely with other stakeholders to align and communicate all social posting around key events and athlete projects. Furthermore, you'll monitor the performance of all content within your assigned sports verticals and projects, working closely with our analytics team to ensure that we are optimizing reach potential. You'll also be responsible for communicating analytics data to all key stakeholders behind the event or project.

TEAM LEAD & ADVISOR

- ✓ You'll have a team of eager and driven social media and channel managers. You'll ensure that they are all motivated and aligned for success with the best tools and resources. You'll also be tasked making sure that all our business and markets understand social media best practices for the business. This includes hosting webinars, building education documents, and developing workshops.

YOUR AREAS OF KNOWLEDGE AND EXPERTISE:

- *5+ years of experience publishing content to big brand social media channels*
- *Deep knowledge of sports / action sports / motorsports*
- *Strong understanding of digital products, video consumption patterns & social media platform algorithms*
- *Video production / editing experience is a plus*
- *Resilient, passionate, structured & well-organized person*
- *Familiarity of internet trends & content formats*
- *Fluent in English*
- *Travel up to: 10%*

WE ARE LOOKING FORWARD TO RECEIVING YOUR *ONLINE* APPLICATION!