



De Gruyter publishes first-class scholarship and has done so for more than 270 years. An international, independent publisher headquartered in Berlin -- and with further offices in Boston, Beijing, Basel, Vienna, Warsaw and Munich -- it publishes over 1,300 new book titles each year and more than 900 journals in the humanities, social sciences, medicine, mathematics, engineering, computer sciences, natural sciences, and law. The publishing house also offers a wide range of digital media, including open access journals and books.

📍 Berlin ⌚ Vollzeit (100%) 📅 01.05.2023

SOCIAL MEDIA MANAGER (M/F/D)

De Gruyter is looking for a creative, data-minded and results-driven social media expert with a knack for scholarly communications, excellent storytelling skills and experience in developing content and audience growth strategies to join our Communications Team as a maternity cover for 12 months. You will work alongside experts in brand communications and digital (content) marketing to shape De Gruyter's voice across all social media channels, develop and shape our social media landscape strategically, ensure consistency with brand identity and tone of voice, and make sure we connect with our academic audience of researchers, authors, editors, librarians, students and others.

YOUR TASKS

- Plan and implement content, growth and audience development strategies for the entire social media portfolio on Twitter, YouTube, LinkedIn, Instagram, Facebook, Soundcloud, Spotify, Apple Podcasts and more
- Develop and monitor cross-channel social media content and campaigns in tandem with Marketing, Communications and Editorial teams
- Create targeted copy and multimedia content for De Gruyter social media accounts
- Identify emerging hot topics in the scholarly community and turn them into engaging content, campaigns and recommendations for colleagues in Communications, Marketing and Editorial
- Act as an in-house social media consultant and coach to mentor, motivate and train colleagues across departments on how to use social media to reach our business goals and engage our academic communities
- Compile, distribute and present data-based analysis and reports around social media performance and find new ways of measuring our social media activity and improving our analytics and reporting
- Keep up to date on new social media techniques and channels, identify business opportunities and test and roll out new ideas proactively
- Manage freelancers, agencies and service providers

YOUR PROFILE

- 3+ years of experience in strategic and creative social media management, developing impactful, innovative strategies and content that gets people talking and achieves results against defined KPIs
- Creativity and storytelling skills to craft engaging content that resonates with our audiences (academic book and journal authors and editors, librarians, researchers, students, professionals)
- Skilled in data monitoring and interpretation, knowledge of social media metrics, and experience with social media planning and monitoring tools such as Sprout Social
- Ability to guide freelancers, confident in teaching colleagues and creating and implementing a shared vision and strategy for different social media channels, as well as project planning and execution skills
- Ideally, experience working in academia, (science) journalism, scholarly communications, (academic) publishing, or other experience with creating digital content for academic audiences like scholars, authors, librarians
- Experience in creating visual content, videos and podcasts would be a plus
- Strong written English and the ability to adapt tone of voice to reflect community expectations (German writing and communication skills a plus)

WE OFFER YOU

- An exciting professional challenge for one of the innovation drivers of the publishing industry
- Extensive benefits for a healthy, balanced life and work
- Time and space for curiosity, learning and development
- Passionate colleagues in diverse teams

At De Gruyter, we believe in diversity and are committed to equal employment opportunities for everyone. It is our shared goal to create a workplace culture centered around inclusion and belonging.

[APPLY NOW](#)

Dana Schenk | Human Resources
Phone: +49 (0)30 260 05-136

