



Social Media Manager

NÜWIEL is a Hamburg based startup developing electric mobility solutions for last mile logistics. NÜWIEL is founded in 2016 with a vision to improve air quality in cities and reduce negative impact of traffic emissions on environment and public health by providing an award-winning sustainable mobility: electric trailer (**eTrailer**) for bikes.

By 2030 eTrailers will be saving 64M tons of the CO2 emissions per year

We are a diverse, dynamic and growing team. We are looking for a talented, highly motivated **Social Media Manager** ready to take the challenge to shape a brand in the moment of rise.

YOUR MISSION

- We are looking for someone who will lead the social media channels Instagram and LinkedIn and acts like a brand ambassador who inspires stakeholders.
- You have a holistic view of all social media disciplines that drive our growth - from performance marketing to content distribution to customer relationship management. Within these areas you are the driving force in the marketing team, you organise, monitor and enable it.
- Aligned to brand and marketing calendar and priorities, you lead the development of Social Media initiatives and tool development from conception to implementation ensuring all projects are on time, within budget and on brief.
- Together with Director of Communications develop and drive the overall social media publishing strategy, working closely with PR to ensure strategic alignment.
- Together with PR own and lead the global editorial / publishing calendar to ensure we are landing brand and product moments in relevant platforms in an aspirational, engaging and impactful way.
- Lead content planning and creation and deliver on brand and marketing messages through compelling content and storytelling.
- Analyse relevant metrics to measure the impact of social media activities and amend strategies based on learnings and patterns .
- Participate in relevant conversations that are happening in the social media space – flag for opportunities for further engagement and interaction and sharing all learnings to key business partners with a head full of fresh ideas.



YOUR BRING

- Degree in Marketing, Communications or a related field
- 3+ years of relevant experience
- Experience in social media, digital marketing, community management or directly related experience
- Proven track record in digital and social strategy, planning and activation.
- A natural networker
- Creative, dynamic and comfortable working in a startup environment
- Solid experience with social media including blogs, Twitter, LinkedIn, Instagram
- Digital event planning experience
- Proven management skills and problem-solving skills

WE OFFER

- High level of responsibility from day 1 and self-initiative
- Working on the forefront of the exciting & upcoming e-mobility industry
- Dynamic startup environment and friendly international team
- Opportunity to directly contribute to climate change and better environment
- Space for rapid professional development with challenging tasks, high responsibility and high impact in a very promising, growing and funded startup
- Brand new modern office 10 minutes away from the Central Station and Hafencity

SOUNDS INTERESTING?

Please send your CV and relevant documents

to the Director of Communications: emel.biallas@nuwiel.de