



UNCAGE YOUR TALENT



SOCIAL MEDIA MANAGER (M/F/D)

YT Industries was established in 2008 to give talented riders access to competitive dirt jump bikes. Since then, we have led the way at the forefront of the sport. Standing for Young Talent, YT reflects its founder's approach to life: Youth is a state of mind. No matter your age, it is never too late to try something new.

We love what we do, and we leave conventions behind. We shout out to all who want to reach their full potential, free their restraints and LIVE UNCAGED.

We are looking for a Social Media Manager (m/f/d) for our Headquarter in Hausen near Forchheim, Germany,

YOUR MISSION

- You keep the YT social media strategy up to date with the latest industry trends and development within algorithms.
- This way you ensure that our online community continues to grow and increase its engagement level across all relevant social media platforms.
- You develop and implement social media strategies to increase brand awareness, engagement, and sales.
- You create, plan, implement and monitor social media campaigns on various platforms such as Instagram, TikTok, Facebook and YouTube.
- You collaborate cross-functionally to ensure our social media content aligns with business objectives.
- You stay up to date with current trends and technologies in social media.
- You liaise with external partners to share, manage and create content.
- Reporting and analysing KPIs allows you to measure the impact and effectiveness of campaigns.

WHAT YOU'LL BRING

- A deep understanding of current social media trends and always on the forefront of what is next
- At least 3-5 years of industry or publishing experience
- Deep understanding of the YT brand philosophy and the way of "living uncaged" is absolutely crucial
- Experience in creating and editing video and photo content, preferably using Adobe Creative Cloud
- Basic understanding of digital advertisement
- Fluent in English and German, any other language will help you during coffee break in our international team
- Deep understanding, experience, and interest in MTB/Cycling
- Outstanding communication skills, both written and verbal
- Willingness to take responsibility as well as good organizational skills
- High flexibility and willingness to travel, especially on weekends in summer when events are running.

WHAT WE OFFER

- Flexible remote working options
- Great office environment and highly motivated colleagues
- Flat organizational structure and individual development possibilities
- Discount on YT bikes, service & repairs, apparel, and accessories
- Workout opportunities in the YT gym as well as afterwork and lunch rides

Interested? Send us your application to jobs@yt-industries.com or use our online application form:
yt-industries.com/YTJobs/jobsDetail?jobId=1119103