

## SOCIAL MEDIA MANAGER - MOTORSPORTS (M/F/D)

**You'll ensure that our company's sports priorities in Motorsports are communicated across their related social properties on Facebook, Instagram, YouTube, Twitter, and any new platforms that arise.**

You'll work closely with stakeholders from around the world to curate our sport social media channels and use your strong understanding of social-first storytelling, action sports and platform-specific details, tools & nuances.

### **SOCIAL MEDIA SPORT VERTICALS**

- ✓ You'll work on cross-platform release strategies and build a clean content workflow between our entire organization and the sports channels. You will define an audience reach strategy to grow audiences and engage users within the sports verticals by using new platform technologies.

### **DEVELOP GLOBAL STRATEGY**

- ✓ You'll have the opportunity to define the global strategy across Red Bull sports properties and work with our 160+ markets in defining publishing flow and unified tonality across the accounts.
- ✓ You'll guide the editorial tone, voice, and communication across the channels & will ensure that we speak credibly to endemic audiences, as well as main-stream audiences to bolster community growth.

### **ALL ABOUT CONTENT**

- ✓ You'll ensure that our channels have ample content, all while developing and delivering moving & still-image assets to promote around key projects, athletes, and events.
- ✓ You'll work closely between the programming team and our entire organization to align and communicate all social posting around key events and athlete projects.

### **ANALYTICAL DECISION MAKING**

- ✓ You'll monitor the performance of all content within your assigned sports verticals and projects while working closely with our analytics team to ensure that we are optimizing reach potential. You'll also be responsible to communicate analytics data to all key stakeholders behind the event or project.

## **YOUR AREAS OF KNOWLEDGE AND EXPERTISE**

1. 2+ years of experience publishing content to big brand Social Media channels
2. Deep knowledge of sports, especially Motorsports
3. Strong understanding of Digital Products, video consumption patterns, and social media platform algorithms
4. Video production / editing experience is a plus
5. Familiarity with internet trends, content formats, and language
6. Resilient, passionate, structured & well-organized personality



Good English skills

Travel up to: 10%

**We are looking forward receiving your online application:**

<https://jobs.redbull.com/at-de/elsbethen-social-media-manager-motorsports-mfd-123571-045245?lang=en>