

ABOUT SHANGHAI BERLIN

SHANGHAI BERLIN is the Powerhouse of Story for brands that want to make a difference. For over 20 years, our foundation has been the fusion of strategy, story and execution – along with a strong team of the most diverse talents together with our clients. Digital or analogue, live or hybrid – we strongly believe that those with the right story are in the lead. Regardless of the channel. As a result, we cover a broad spectrum, also as a co-founder of the OPEN digital group, which allows us to tap into a strong network of partners. Together, we establish and cultivate brands and products, create 360-degree and always-on campaigns, develop live and hybrid experiences, and are strong in content creation – whether animated or static, digital or print.

For more information about the agency, take a look at www.shanghai.berlin or our Instagram page. To discover more about OPEN, go here: www.open.de

SOCIAL MEDIA MANAGER

Do you know how the social web works and are one with digital communication? Posts, tweets, hashtags – can you publish these in your sleep? Bring stories to life in the digital realm together with big-name brands and us. As part of the team, you are responsible for campaign management, reporting and editorial work. You are the go-between for our strategists and partners – ensuring that our clients always get exactly what they need, when they need it. If that somehow sounds like a “yeeeees” to you, then simply slide into our DMs – we look forward to having you! 🚀📩

YOUR DAILY BUSINESS

- Supporting our clients on a number of various projects, both big and small
- Coordinating and organising editorial workflows in collaboration with all the relevant players (strategy, creation, project management)
- Content management (planning and supporting the realisation of convincing content)
- Creating and finalising post copy and other content
- Campaign management (planning campaigns and their go-live phases)
- Monitoring and supporting community management
- Monitoring (defining KPIs and drawing up reports)
- Trend research and consulting the team to realise successful content
- Monitoring of the relevant channels and platforms (specs, target groups, news)
- Quality control of the content produced (adherence to channel and CI requirements)
- Managing budgets, timelines and costs

OUR SHANGHAI BERLIN

- A contemporary and dynamic working environment with interdisciplinary teams
- Part of the OPEN digital group, giving access to a strong network of partners and opportunities for (internal) further training
- Pioneering projects and strong brands
- Close collaboration within a seasoned team
- An open company culture with digital working processes and remote working
- Space for your own design ideas across all levels
- An office in a top location, in the heart of Kreuzberg x Hallesches Haus

YOUR CONTRIBUTION

- You have at least 2 years of working experience in the implementation of digital projects, with a focus on social media campaigns
- You love good stories, are always on top of the times and have a sense for trends and brands
- CPM, CTR, KPI, CPC, ... you can explain these acronyms in your sleep and know their strategic significance
- You are familiar with all paid activities on social media and have already launched and optimised ad campaigns
- You are confident when it comes to conceptualising and realising online communication measures
- You can tell the story of Hansel and Gretel in a thrilling way in just 280 characters
- You have first-class know-how in the area of storytelling, you know how dialogue works in social media, and you can provide consultation in a crisis situation
- You can communicate strongly in German and very well in English

We look forward to receiving your application:

Alexandra Schlegel

MD / People & Culture

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