

Bakery Bakery is looking for a social media and content lead who takes responsibility for strategy, content and day to day execution. This role combines strategic thinking with hands on content creation and is independent, visible and closely connected to the brand.

social media manager* in 80-100%

PLACE: ZOLLIKOFEN / BERN

START: MARCH 26

role

- Responsible for planning and executing Bakery Bakery's social media activities across platforms.
- Develop content strategies, formats and campaigns that strengthen the brand and measurably grow reach and engagement, working closely with the team.
- Independently create high quality photo, video and story content aligned with our brand identity, from concept to production and publishing.
- Plan and manage content calendars with a strong sense for timing, relevance and quality and support events and campaigns before, during and after execution.
- Analyse performance, derive clear learnings and continuously optimise content and formats based on data.

what we offer you

- Permanent position with 5 weeks of paid vacation and a 13th month salary
- High level of autonomy and opportunity to contribute ideas
- Respect, appreciation, and a strong team spirit
- Training and professional development opportunities
- A lot of fun at work
- Profit sharing

requirements

- Strong foundation in visual storytelling and brand driven content
- Proven experience creating high quality short form social content
- Deep, hands on understanding of Instagram and TikTok
- High level of ownership, reliability and self organisation
- Ability to work independently in a fast paced, high quality environment
- This role requires hands on experience and a strong personal quality bar. It is not an entry level position.
- **Please include a portfolio/relevant social media work together with a moodboard on how you would present us with your application.**



Apply via the "Deine Bewerbung" on our website.

