Social Media Manager
(m/f/x)

The Arolsen Archives are the international center on Nazi persecution with the world’s most comprehensive archive on the victims and survivors of National Socialism. Headquartered in Bad Arolsen, we also have an office in Berlin. Our employees live and work all over Germany, some are based in other countries. The collection has information on about 17.5 million people and belongs to UNESCO’s Memory of the World. It contains documents on the various victim groups targeted by the Nazi regime and is an important source of knowledge for society today.

With an online archive containing over 30 million documents and a wide range of other innovative digital projects, the Arolsen Archives now offer new ways of accessing their collection and are keen to provide inspiration for remembrance work with younger generations. We use campaigns like #everynamecounts to reach out to young people today because the reasons for persecution are not a thing of the past. To help us achieve this goal, we are continuing to expand our social media presence and need support in the ongoing development of our social media strategy and its implementation.

Your responsibilities:

- **Social Media Management**
  - Continuous refinement and adaptation of our social media strategy, including collaboration with influencers and social media marketing
  - Development of new social media formats to address different target audiences (including teenagers and young adults)
  - Design of social media campaigns and research into topics and trends that are appropriate to our target audiences and media channels
  - Social media analytics: Responsibility for monitoring, analysis, and reporting, and for developing suggestions for improvements
  - Management of and participation in content production
  - Community management and management of service providers
Your profile:

- You identify with the goals of the Arolsen Archives
- You have a university degree in the field of the humanities, communication, or journalism, or a comparable qualification
- You have at least three years of experience in social media management
- You have experience of implementing social media campaigns (preferably with a focus on human rights, democracy promotion, and anti-discrimination)
- You have a good eye for design and experience of using common programs for image, sound, and video editing
- You have a good knowledge of all Office programs
- You can express yourself very well in speech and in writing, both in English and in German. Knowledge of an additional language is desirable
- We value communicative competence, the ability to work in a team, resilience, and enthusiasm

More than just a job:
Achieving the right work-life balance is important to us. By making this our guiding principle, we enable you to develop a successful career that combines personal satisfaction, team work, and individual responsibility. We also offer good prospects in an international environment as well as:

- Varied, exciting and, above all, socially relevant work
- Active involvement in shaping the position and the opportunity to take responsibility for your own actions
- Team-oriented organizational culture characterized by flat hierarchies and a very open and friendly atmosphere
- Family-friendly working hours flexible enough to meet individual requirements
- A range of hybrid work models plus the option to work 100% from home (fully remote)
- Office equipment for remote workers

The work we do fosters recognition of social diversity, and we promote diversity and inclusion among our employees.

Remuneration:
Arolsen Archives staff are employed under the collective agreement TV AL II*). The conditions include a 38.50-hour working week, holiday and Christmas bonuses, and 30 days of paid annual leave. This post is assigned to salary bracket C-6a**).

Disabled candidates (m/f/x) will be given preference over other equally qualified applicants.
Start:
as soon as possible, ideally May 1, 2022.

Are you interested?
Would you like to join our creative team? If so, please send your written application to hr@arolsen-archives.org by March 23, 2022. For reasons of security, we only accept applications in PDF format. If you have queries of any kind, please contact Dr. Anke Münster, Head of Public Relations at anke.muenster@arolsen-archives.org

*) You can find more information on the TV AL II collective agreement here
**) View the salary table here under § 63

Data protection notice:
By submitting your application, you agree to your personal data being collected and stored for the purposes of the application process and, if applicable, the recruitment process. We treat this data with the utmost care in accordance with the legal provisions on data protection.