

# CONTENT CREATIVE AUTOMOTIVE (M/F/D)

Are you able to post with confidence and for an audience on several social media platforms? Sometimes even at the same time? Do you have a knack for words, images and numbers and a real talent for organization? And you're interested in brands, swarms, and the connection between the two?

We can offer you a great place filled with exciting topics. We're looking for a **Content Creative with focus on Automotive** like you. Starting right away.

## Your responsibilities:

- Editorial planning and creation (copywriting) for social media, newsletters, magazines and community groups
- Moderation of posts, dialogue with the community
- Creation of regular reporting and strategic recommendations
- Identification of and collaboration with influencers for content production
- Confident consultation for our clients
- Support planning, concepting, shooting and implementing content
- Presentations and workshop moderation in internal and client meetings

## You should meet the following requirements:

- Relevant professional experience in social media or in the development and coordination of online communication activities in a digital agency or similar
- Passion and good feel for digital communication and enthusiasm for our vision of digital transformation
- Passion for performance cars and the automotive industry – petrol in your veins, you know all the insights and rumors about cars, motors, motorsports and the community
- A track record of independent development and implementation of content ideas in copy and images

- Confidence in client communication and presentation
- Expertise in the field of social media dialogue & support and in crisis communication in social media
- Good knowledge of common social media KPIs and their strategic importance
- Excellent English skills and a good command of German
- Interest towards interdisciplinary collaboration in an unconventional team

## We offer:

- A corporate culture that encourages creative participation and where work really is fun
- Outstanding colleagues
- Plenty of room for personal development
- Projects in which you can set trends
- Work with a renowned automotive client

We look forward to your detailed, digital application with your earliest possible start date and your salary expectations at [herausforderung@tlgg.de](mailto:herausforderung@tlgg.de).