Birkenstock USA Job Description

At Birkenstock USA, LP, our business is a reflection of who we are. We have a passion for our products, an appreciation of their heritage and a genuine belief in their benefits. Our business is a reflection of what we represent - quality products that are comfortable, unique, timeless and respectful of the world around us.

In order to provide quality products and services, we need quality people. We are looking for talented people who share our values of accountability, responsiveness, excellence, teamwork, respect, integrity and a positive attitude.

**Job Title:** Manager— Social Media & Community Management /Digital Americas

**Reports to:** VP, Digital Americas

**Location:** New York, NY

**Overview:**

The Manager- Social Media & Community Management is responsible for the operational implementation, design and development of the Birkenstock brand social media presence in the US. This position will be tasked with growing, cultivating and interacting with the Americas audience on Birkenstock’s social media platforms. Working in close collaboration with the Content Marketing Manager, this role will also ensure to maintain the brand voice through community management and consumer engagement.

**Responsibilities:**

- Create, design and develop the Birkenstock brand social media presence in the US in close collaboration with European headquarters.
- Identify social media potential and develop corresponding strategies.
- Development and implementation of social media campaigns
- Independent management of the US social communities in collaboration with European headquarters
- Analyze social media monitoring and develop corresponding measures to optimize social media
- Optimal networking of various social media platforms
- Manage any potential external partners and agencies as well as ongoing market and competition analysis
- Work closely with Customer Service team to ensure that all customer service/order related issues brought up on social platforms are successfully resolved on a timely basis

**Relationships:**

- Close collaboration with the content & performance marketing departments
• Collaboration with category management in Europe and the US to ensure product availability

Competencies:

• Excellent communication skills: ability to speak well, confidence when writing and a sense of the right tone in communications
• Experience with project management systems (Jira is a plus)

Qualifications:

• Degree in marketing or communications or comparable professional experience
• 2-4 years’ experience in social media, community management and online PR
• Knowledge and understanding of social media success factors
• Strong understanding for customer needs; highly consumer centric
• Expertise and a network in the shoe/model/lifestyle segment a plus
• Good analytical skills, assertiveness and a very good ability to solve problems
• High level of commitment, organizational talent and the ability to work with international teams.

Personal Skills:

• Disciplined, structured and conceptual approach
• High degree of responsibility
• Resilient, flexible and decisive
• Exceptional communication and presentation skills with the ability to persuade an audience
• Ability to manage detail level as well as handle strategic approach

Working Conditions:

• International environment with diverse cultures
• Ability to travel

If interested, please email cover letter and resume to Human Resources at mhoessl@birkenstockusa.com

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.