



OEKO-TEX® is an association of 17 independent research and testing institutes in the field of textiles and leather with headquarters in Zurich, Switzerland. Based on its broad expertise, OEKO-TEX® offers various certifications for textiles, clothing, leather goods, chemicals and sustainable production conditions. OEKO-TEX® certifications and labels enjoy a high reputation worldwide among partners in the industry and consumers.

To complement and support our marketing team at our head office in Zurich, we are looking for a committed, flexible and effective Social Media Coordinator (60 - 80%).

### **Social Media Coordinator (60 - 80% - f/m/d)**

We offer you an exciting position that you can develop. You will have the opportunity to shape the digital communication of the brand and to further develop the dialogue with our community on social media.

#### **Your area of responsibility:**

- Part of content planning and creation. Responsible for content coordination with a focus on B2C social media platforms.
- Close cooperation with various teams and responsible for coordination of external agency
- Monitoring social media performance and creating and interpreting social media reports
- Community management on Facebook, Instagram, TikTok and YouTube
- Monitoring of developments and identifying trends on the social media platforms as well as the corresponding optimisation of the OEKO-TEX® social media strategy
- Support shaping the social media strategy together with the marketing team across all relevant channels
- Collaboration and support in overarching marketing projects

#### **Your profile:**

- First professional experience in social media marketing, preferably in the international consumer goods industry or on the agency side and affinity for the topic of sustainability
- Completed marketing training or studies (FH, university) with a focus on digital marketing
- You have a passion for social media and know-how in digital marketing



- Experience in dealing with the most common social media platforms (especially Instagram, Facebook, TikTok, YouTube and WeChat)
- You are analytical, accurate and work with a high level of quality
- You are team-oriented, collaborative and love working with different teams and cultures
- Resilient, creative and motivated personality with a "hands-on" mentality
- Strong writing skills and the ability to create creative content (text, images, and video)
- IT user skills (MS Teams, Word, Excel, PowerPoint, Office 365, Asana, Miro, Photoshop and InDesign are desirable).
- Very good written and spoken English and German

**What we can offer:**

OEKO-TEX® offers you a responsible, versatile and attractive job in an international environment. The excellent brand name, forward-looking products and a motivated team will flank your activities.

- Personal freedom to develop exciting projects
- Personal responsibility
- Flexible work
- A dynamic and motivated team with the commitment to change and a passion for sustainability
- A central working location close to Lake Zurich and very good public transport connections.

If you find yourself in this job description, we look forward to receiving your meaningful and complete application documents to [recruiting@oeko-tex.com](mailto:recruiting@oeko-tex.com).

Job placements will not be considered for this position!

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