

## Wanted: Social Media Manager (m/w/x)

Live Lab AG is an event and communication agency in Zurich's Kreis 4 neighbourhood. We are fascinated by the power and impact of encounters; we strongly believe in face-to-face contacts, and we constantly strive for seamless brand experiences.

### WHAT WE ARE LOOKING FOR

We are seeking for a Social Media Manager to support our team in developing pre-event and post-event social media strategies and content, as well as maintaining and advancing our own brand presence on social networks.

### YOUR TASKS AND RESPONSIBILITIES

- Develop, create and execute content strategies and communication plans to support our client events in various channels
- Build a strategic vision for Live Lab by setting up a road map and designing improvements throughout various channels such as LinkedIn, Instagram, Facebook, and our homepage.
- Use analytical tools to monitor, optimise and determine campaign effectiveness for both: live-communication and Live Lab
- Establish OKR's closely with the content team to generate, create and publish engaging content
- Grow engagement throughout all relevant channels
- Develop SEO and SEM strategies
- Establish a style guide and standards across digital products together with the management team
- Be aware of the latest and upcoming trends in the digital space and share them with the team once per month
- Track performance of organic activities, create monthly reports and present to the board members
- Own the digital space and guarantee a professional output: style guide, content, copy creation, calendar, key channels

### YOUR PROFILE

Do you love events as much as we do? Live Communication, digital and hybrid events are our passion. Do you have at least 4 years of experience in creating digital campaigns, establishing digital strategies and a profound knowledge of analysing data? Are you a curious, flexible, and creative person seeking for a new challenge that offers you a space for innovation? Are you a true team player, constantly challenging the status-quo and having fun by creating something inspiring? Are you an English native speaker, ideally fluent in German too and love learning?

We offer an exciting role, with room of shaping a new field in our agency environment, a superior client portfolio with various topics and projects and an ambitious, supportive team to raise the bar.

Interested?

Send your application or your questions to: Christine Thienemann: [christine.thienemann@livelab.com](mailto:christine.thienemann@livelab.com)

Live Lab AG  
Helvetiaplatz  
Molkenstrasse 15  
8004 Zürich