

Social Media Manager + Researcher (f/m/d)

About HERMANN'S

Our mission is to find and foster the people, ideas and ingredients for a good future of food. HERMANN'S is built on three different pillars which enable us to find innovations, experiment with them, and then translate our findings into workable industry strategies. Our pillars are our Food Ecosystem, HERMANN'S Eatery Berlin and HERMANN'S Innovation Strategy team.

We're looking for a mission-aligned, multi-talented Social Media Manager with experience using logic and analytics to bring creative concepts to life. As HERMANN'S Social Media Manager, you will be responsible for distributing content to cultivate an engaged audience, managing HERMANN'S social content from strategy through execution. Furthermore, you will be part of our Innovation Strategy team and work closely together with our multidisciplinary team in finding innovation streams in the online food world. This is an ego free full time position with the prospect of permanent employment, based in Berlin.

What You'll Do

- **Distribute Social Media:** You drive our content distribution strategy across platforms, balancing intuition and thorough understanding of the brand with data and logic-backed rationale to optimize and continue evolving HERMANN'S social presence.
- **Work Cross-Functionally and Pragmatically:** You deliver both organic and contracted social posts in a creative and cohesive package. You incorporate a thorough understanding of the content, imagery, timing, and priorities to ensure optimal performance.
- **Test, Iterate and Learn:** You develop hypotheses and execute experiments for further growth and development while balancing internal needs and day-to-day priorities. You challenge assumptions and develop solutions to improve content distribution and engagement.
- **Being Smart in Finding:** As a kick-ass millennial you embrace the power of online discourse within the food movement to support our Innovation Strategy team in identifying relevant cultural changes and niche innovations for our industry clients, and improving HERMANN'S Radar.
- **Represent HERMANN'S:** With a stellar attitude and service-oriented mentality, you represent HERMANN'S online. Engage with our community, partners and internal stakeholders to develop deep, meaningful relationships.

What You'll Bring

- **Logic and Reasoning:** You have a rationale focused mindset with the ability to balance intuition with data-backed analysis to inform decisions. You understand how reporting and data fuel creative growth and a holistic view of developing and iterating learnings.



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- **Grammar and Copywriting:** You have exceptional grammar and copywriting skills with the ability to adapt tone and delivery to any content, situation or circumstance.
- **Passion for understanding HERMANN'S:** You have a profound understanding of the HERMANN'S ethos and ability to further evolve the voice of the brand. An interest in food, innovation and demonstrated taste that aligns with the brand's voice.
- **Service-Orientation:** You are comfortable serving as a representative of the company across interactions with partners, community and internal team members with an inclination towards exceptional service and collaboration.
- **Entrepreneurial Spirit:** You are naturally curious and have the desire to learn and grow. You welcome feedback and are quick to adapt. You're a self-driven individual who thrives on finding solutions and researching possibilities. You get shit done and recognize the value of failing fast. You proactively present ideas for further improvement and are motivated to drive your professional development and the growth of the organization.

We are looking for a native English speaker for this position. A good command of German is a plus. Please send your complete application in a single file to laura@hermanns.com.

If this is for you, let's get in touch.

