



PIELERS GmbH

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Team Leader Community Management (CMO)

You want to be the supervisor of the Pielers Community. Your main tasks are to build up and take care of a powerful network from food producers, customers and supporters. You will be working in Marketing and Sales and have the following key responsibilities:

Online Marketing

Content Management and SEO Optimization: You take charge of the production and optimization of our website content in order to reach the top placement at search engines. Coordinated e-mailings, backlinks, campaigns and editorial content are also included.

Social Media Management: You are responsible for the content on Facebook, Instagram and other social media platforms.

Strategic Marketing

Brand Management: Together with other team leaders, you are involved in building up and developing the Pielers brand.



Analytics: You conduct regular market and competition analysis and evaluate the user data to continually improve our products for optimal customer value.

Sales:

Customer service: You understand precisely our users and build up inspiring customer-tailored online and offline service.

Events and trade fairs: You organize events and trade fair appearance, which can raise Pielers' awareness and contribute to the expansion of the network.

Requirements:

To become part of Pielers, you must demonstrate strong passion for ideas and the ability to handle them. Our customers expect genuine passion and the determination to make changes. You should prove (e.g. through an above average degree, a special project or proved work experience) that you can deal with complex situations and remain competent under pressure. You must be able to evaluate data with Microsoft Excel and have a good command of other MS Office applications. You must have basic business knowledge to be able to act entrepreneurially. In addition, we expect your experience and in-depth knowledge in online and offline marketing as well as in search engines optimization.



Benefits:

- You work closely with excellent colleagues in a highly motivated team.
- At Pielers, your work has a high and directly visible effect on a more transparent and effective food supply. We all at Pielers know what we get up for in the morning.
- You receive directly the best food and a lot of fresh air from our partners.
- You will receive a standard market level payment. Bonus according to the performance is applicable.

Application Process:

Please send us your application documents to team@pielers.de. Your document must contain a complete CV. Please tell us in your cover letter who you are and why you want to work at Pielers. We will let you know within one week after your submission of the application documents, whether you will be invited to an interview or not. You are expected to have two rounds interview with us. In the first interview, we would like to know your professional competence through a case study; in the second interview, we would like to pay attention to your personality and see how much you fit into the team. You will get a job offer if we are convinced by you. You can start the job latest in August, 2018.