



## Social Media Manager for Lubricant Products B2B (m/f/d)

Location: Dortmund Bodelschwingh | Functional area: Internet Sales | Degree of employment: Full-time/Part-time |  
Type of contract: Initially limited to one year, permanent position expected | Based abroad: Remote

### Who we are

TIPP Oil Manufacturer GmbH Co KG is a young company and manufacturer of the brand Tipp Oil - Made in Germany. Our core business is the international B2B lubricant and raw materials trade with a broad product portfolio of different lubricating oils. In all our activities and in all areas, interdisciplinary teamwork is a top priority, because only through a functioning network structure can we achieve top performance through mutual support.

**Become part of our sales and marketing team. We look forward to your know-how, your expertise and your ideas.**

As a committed and creative social media expert (m/f/d), you will coordinate our social media communication on all relevant channels.

You will be responsible for the social media presence of the Tipp Oil Manufacturer GmbH Co. KG brand and further develop our social media strategy with a focus on LinkedIn and Instagram with the aim of increasing reach and brand awareness as well as target group-specific use of the channels. Identify opportunities to optimize performance and improve online campaigns to increase traffic and conversion.

### Roll up your sleeves here

- Collaboration with the back office team for a consistent product presentation
- You will be responsible for agenda setting for social media, plan strategic campaigns and implement them in the different formats (slide shows, videos, text postings, etc.) in order to
- Analysis, monitoring and reporting are also part of your daily business
- As an expert (m/f/d) for social media, you advise colleagues on the placement and positioning, as well as the expansion of their personal networks on social media and coordinate with them in a close-knit team
- Examination of constantly relevant trends and tools
- Identification of potential cooperation opportunities on social media platforms
- Identifying and checking potential for content automation and driving forward the topic of content measures
- You are responsible for expanding and continuing our content strategy and managing the resources of the content measures
- Planning and executing promotional activities and documenting the strategy both at the top and bottom of the organization.  
also in the lower funnel on the basis of market trends. To enable future improvements

responsible for the budget and expenditure and optimizing it as required.

- You suggest ways to improve Instagram/LinkedIn content to increase page conversions.  
optimize

## This will earn you plus points

- Professional experience in online and social media marketing, ideally in a B2B environment
- Successfully completed studies or training with a focus on digital media, communication or marketing
- Foreign language skills are an advantage in order to be able to interact confidently in an international environment
- You have a high affinity for the internet and a keen interest in digital and social media trends
- You are confident in using all common social media platforms and have already designed and implemented successful LinkedIn campaigns (organic and paid) in the B2B sector
- You can prepare content for social media in a clear and target group-oriented way and have a high degree of creativity  
and an excellent feel for language as well as image and video design
- You are characterized in particular by your strong communication skills, persuasiveness and implementation strength in internal dialog with the relevant stakeholders
- With your committed and service-oriented way of working, you like to proactively drive issues forward
- Independent and solution-oriented way of working, as well as high quality standards with an eye for detail
- Knowledge in the use of social media (analysis) tools
- Good written and spoken German
- Analytical and process-oriented thinking and the ability to independently develop pragmatic solutions for complex issues are your strengths
- You communicate clearly and openly, and you also succeed in convincing and involving others

## We want to collect plus points with this

- Onboarding: An intensive induction during which you will get to know your tasks and the Tipp Oil team
- Opportunities to help shape an up-and-coming company
- As part of the Tipp Oil team, you will take responsibility for a wide range of activities in your area of work
- Flat hierarchies, fast decision-making processes
- Come as you are: With no set dress code, everyone can dress as they feel comfortable with us
- For this vacancy, flexible working hours and home office/remote working options are required.
- 30 days vacation in a 40-hour week (full-time)
- Workplace at the location: Modern office with great facilities (drinks, air conditioning, snack bar)

## Are you interested?

Then we look forward to receiving your complete application, stating your possible starting date and salary expectations, to

Mr. Sebastian Maier | E-Mail: [s.maier@tippoil.com](mailto:s.maier@tippoil.com)

