

## **Content & Social Media Manager (f/m/d) (Freelance Position)**

**Are you an experienced Social Media Manager who enjoys growing Instagram accounts and managing social media campaigns?**

**We'd love to work with you!**

[Domi](#) is a digital passport designed to make renting faster, easier and more transparent for both tenants and property managers. We're about to launch our pilot phase, and to support our upcoming launch we're planning a social media marketing campaign to encourage early supporter signups and to build our public profile & brand awareness.

Our team is looking to engage a social media manager to manage and create content for our Instagram account ([@domi\\_labs](#)) and establish it as an active funnel for our signups to our pre-launch waitlist. We're looking for someone with a natural flair for social media, has experience running campaigns, is results driven, enjoys being in a creative team environment, and is excited by the prospect of leading our social marketing strategy.

This is a freelance position - approximately 10h/week. Immediate start date.

### **Responsibilities:**

- Definition of our social media content strategy
- Design and publish posts, stories and reels, and manage social ad campaigns
- Implement creative strategies to increase follower numbers and audience engagement
- Active social media engagement and community management
- Ongoing evaluation of KPI data and implementation of measures to improve marketing performance
- Integration of our social media activities with other marketing activities (e.g. landing page & early supporter signups)

### **Desired skillsets:**

- Experience launching and managing paid social campaigns
- Experience growing accounts from scratch
- Strong graphic design and copy writing skills
- Comfortable with using Canva and common social media tools for planning and publishing
- Fluent in English (required). Fluent in German (plus)
- Strong familiarity with the rental market in Germany and Europe

### **Sound like an interesting opportunity?**

Drop us an email at [careers@domilabs.io](mailto:careers@domilabs.io) and share a link to your portfolio, including details of case studies involving account growth and a copywriting sample.

We look forward to your application!