



# Social Media Manager

## ANKAA Project & mimycri

We are looking for a social media manager who passionately, creatively and pro-actively takes our social media game to the next level.

### Who we are

**ANKAA Project** stands for equitable pathways towards education and employment.

By providing language classes, vocational training in the field of tailoring, beekeeping, bike repair, culinary arts and IT & Media and employment opportunities, ANKAA Project supports asylum-seekers, refugees, migrants, and people out of employment.

Additionally, ANKAA has developed social business activities offering job opportunities to experienced workers and former ANKAA trainees. We offer an ethical working environment and a fair wage to our makers.

**mimycri**, is a Berlin-based non-profit impact design ad-venture. The diverse team offers workshops about leadership & circular economy to organisations and companies, campaigns for a more just European asylum and migration system and makes high-quality bags out of broken refugee rubber boats and other existing materials. Since 2020, these products are produced by ANKAA Project under the collaboration “mimycri by ANKAA”.

**ANKAA Project is an Equal Opportunities employer.** We consider applicants for all positions based on ability and skills without regard to race, colour, religion, sex, national origin, disability, marital status, or sexual orientation.

For more information, please visit [www.ankaaproject.org](http://www.ankaaproject.org) and [www.mimycri.de](http://www.mimycri.de)

### Responsibilities and Tasks

- Further development and improvement of our digital marketing (social media & content) strategy
- Conception of campaigns and content creation for social media and LinkedIn (storytelling, brand engagement, etc.)
- Management of our social media channels (IG, FB, LinkedIn) and community management
- Creation of short videos and pictures
- Research, topic finding, planning and content implementation
- Development and implementation of impact measurement and optimization strategy

## Requirements

- Operational professional experience in the management of social media accounts, strategies and/or campaigns - Instagram, Facebook and LinkedIn are your home
- Fluent in English, knowledge in German and/or Greek would be a plus
- You easily identify new channels, features and trends and include them naturally in your work
- A good feel for relevant and new topics in the areas of social business, sustainability, and migration/inclusion as well as for aesthetics and “fashionability”
- Experience in cutting and editing short videos and pictures
- Experience in a social business, non-profit and/or sustainable fashion brand are a plus
- Knowledge of Facebook Business Manager & Google Analytics are a plus
- You are a driver and doer and want to move things, you love being bold and experimental
- You have a high degree of creativity and enthusiasm in the conception and implementation of social media content and engagement of social media communities
- Even with a larger volume of work, you work in a structured and independent manner and can quickly familiarize yourself with new fields of work
- You are an open and communicative team player with a high degree of independence and professionalism that values a collaborative approach

## What We Offer

- Flexible regarding working hours and place: 20-30 hours/week contract (you should be based in our headquarters in Athens at least 60% of your time)
- Personal development in a dynamic work environment with a steep learning curve
- Independent work and creative freedom in a highly motivated intercultural team

## Recruitment process

Applications will be accepted until the 17th of December 2021.

Please submit the following to [hr@ankaaproject.org](mailto:hr@ankaaproject.org):

- Your resume
- Some samples of previous work: videos, photos, campaigns
- A document with the following information:
  - One concrete example for a social media campaign for ANKAA and/or mimycri with topic, strategy, engagement, budgeting etc. (one page, 300-500 words)
  - Briefly describe your view on migration in Europe and on how social businesses like ANKAA & mimycri can contribute (150-300 words)
  - Name three aspects that make a social media campaign successful and three that do not work but are often done and explain why (150-250 words)
  - Name three brands/social businesses whose digital marketing inspires you and briefly explain why (100-200 words)

Every application gets an acknowledgement of receipt and an answer within 14 days of the application deadline. Possible candidates will be invited for an interview. If you have any other questions, do not hesitate to contact: [hr@ankaaproject.org](mailto:hr@ankaaproject.org)