



OEKO-TEX® is an association of 17 independent research and testing institutes in the field of textiles and leather with headquarters in Zurich, Switzerland. Based on its broad expertise, OEKO-TEX® offers various certifications for textiles, clothing, leather goods, chemicals and sustainable production conditions. OEKO-TEX® certifications and labels enjoy a high reputation worldwide among partners in the industry and consumers.

To complement and support our marketing team at our head office in Zurich, we are looking for a committed, flexible and effective Social Media Specialist (60 - 80%) by appointment.

Social Media Specialist (60 - 80% - f/m/d)

We offer you an exciting position that you can develop. You will have the opportunity to shape the digital communication of the brand and to further develop the dialogue with our community on social media.

Your area of responsibility:

- Strategic support, expansion and optimisation of the global social media presence of OEKO-TEX®
- Independent development and implementation of editorial plans based on the marketing plan concerning different target groups
- Content planning and creation
- Close cooperation with various teams and management of external agencies
- Planning and implementation of paid social media campaigns
- Monitoring social media performance and creating and interpreting social media reports
- Community management on Facebook, Instagram, LinkedIn and YouTube
- Monitoring of developments on the social media platforms and corresponding optimisation of the OEKO-TEX® social media strategy
- Collaboration and support in overarching marketing projects

Your profile:

- At least two years of professional experience in social media marketing, preferably in the consumer goods industry or on the agency side, and affinity with the topic of sustainability
- Completed marketing training or studies (FH, university) with a focus on digital marketing
- You have a passion for social media and know-how in digital marketing



- Experience in dealing with the most common social media platforms (especially LinkedIn, Instagram, Facebook, YouTube and WeChat)
- Experience in creating and analysing reports (e.g. Google Analytics)
- Innovative, creative thinking and a high level of writing skills for social media
- You are analytical, accurate and work with a high level of quality
- You are team-oriented, collaborative and love working with different teams and cultures
- Resilient, creative and motivated personality with a "hands-on" mentality
- IT user skills (MS Teams, Word, Excel, PowerPoint, Office 365 Photoshop and InDesign are desirable).
- Very good written and spoken English and German, knowledge of French or other languages is an advantage

What we can offer:

OEKO-TEX® offers you a responsible, versatile and attractive job in an international environment. The excellent brand name, forward-looking products and a motivated team will flank your activities.

- Personal freedom to develop exciting projects
- Personal responsibility
- Flexible Work
- A dynamic and motivated team with the commitment to change and a passion for sustainability
- A central working location close to Lake Zurich and very good public transport connections.

If you find yourself in this job description, we look forward to receiving your meaningful and complete application documents to recruiting@oeko-tex.com.

Job placements will not be considered for this position!

OEKO-TEX Service GmbH, Genferstrasse 23, 8002 Zurich, Switzerland