



The main task of DFL Digital Sports GmbH is the production of media content. Based in Cologne, the DFL Digital Sports GmbH is a 100% subsidiary of the DFL Deutsche Fußball Liga GmbH and produces and publishes media content via a variety of digital platforms on their behalf. The production of content for international markets and the implementation of the league's own platforms.

Freelance football loving Social Media Creative Editor (m/f)

As part of the Bundesliga social media team, your fundamental understanding of social platforms, as well as your enthusiasm for sport and football in particular, will enable you to produce written and visual material in order to convey the world of the Bundesliga to an international market and turn interested audience into fans.

Tasks:

As a freelance social media creative editor you'll feel comfortable working with a wide variety of social channels and have experience with social publishing platforms such as Hootsuite or similar. Editorially, you should bring great writing, innovation thinking and creativity to your work whilst adhering to the professional guidelines of the Bundesliga.

You should have a sense for football news gathering and choice, as well as the ability to quickly and proficiently turn around stories for social media usage (especially using video clips for online and mobile). You need a sound writing style and the ability to work to tight deadlines across the range of the Bundesliga's official social platforms.

Your profile:

- University degree in social media, journalism or communications or a comparable qualification/or experience working in social media and online
- Understand the core metrics of social media
- An understanding of social media listening, monitoring and analysis
- Creative thinker
- Ability to write concise, fun and engaging copy
- Knowledge of the Bundesliga
- Able to research and dig out a good football story/narrative that will create buzz in the football world
- Understand how to engage influencers
- The right applicant can be based in our office in Cologne or remotely – we want the best wherever you are!
- Intermediate photoshop skills
- Final Cut Pro/ Adobe Premier Pro editing skills – a bonus
- Well connected in the football world – a bonus

Alongside enthusiasm for sport in general and football in particular, you should also demonstrate the following abilities:

- Well developed communication skills
- Team player with high sense of responsibility
- Hands on mentality
- Ability to conceptualise a range of content, such as text, videos and other creative assets
- Willingness to work in shift patterns including weekends
- First rate English language skills

What we offer:

- Workplace in the Bundesliga environment
- Exciting and diverse tasks in a growth area
- Opportunity to work autonomously with a great deal of creative leeway
- Competitive daily rate

Please send your application
via email only to
freelance@bundesliga.de

