



## Team Lead Social Media & Influencer Marketing (m/f/d)

### Drink More Water, together we grow.

Here at waterdrop®, we make drinking more water fun, convenient and most importantly, sustainable! Discover the world of innovative and eco-friendly hydration with our fruity little cubes – Microdrinks – that save up to 98% of plastic (as compared to conventional pre-filled bottled drinks) and help score one for the planet. Our centrally-located headquarters offers a vibrant environment, featuring an on-site restaurant and gym, not to mention the opportunity to connect with prospective colleagues from all over the world. With a successful online presence, 40+ stores around the world, dedicated B2B partners and over 22,000+ retail and branded stores, we can't wait to take this journey to the next level – with you!

**Join us on that journey and become part of our passionate and driven team now!**

### Your responsibilities at waterdrop®:

- As a Team Lead Social Media & Influencer Marketing (m/f/d) you draft and oversee the execution of waterdrop's social media and influencer marketing strategy across all global platforms, adapting to evolving trends and audience behaviours.
- You research and identify emerging platforms, tools, and features to expand reach, engagement, and productivity.
- You experiment with innovative content formats and partnerships to drive channel and community growth.
- You track and analyse key performance metrics, producing regular reports with insights to ensure alignment with broader business goals.
- You develop and maintain a comprehensive editorial calendar, working closely with the other marketing and sales teams.
- You oversee community management strategies, ensuring timely responses and fostering a positive, engaged audience.
- You monitor audience sentiment through social listening tools, capturing valuable insights to inform brand and product strategies.
- You collaborate with regional teams to support localised accounts, ensuring alignment with global objectives.
- You oversee social media tools, agencies, freelancers and budgets to optimise efficiency, content quality, and impact.
- You build and refine the global influencer marketing strategy to strengthen brand awareness and deliver measurable results.
- You enable the influencer marketing team by providing strategic guidance, improving workflows, and ensuring their success in managing partnerships and campaigns.

### Your strengths and qualifications:

- You have 5+ years of experience in social media management and influencer marketing for global brands or agencies.
- You are a strategic thinker with a data-driven approach, skilled at aligning social media and influencer marketing strategy with business goals through regular performance analysis.
- You are innovative and adaptable, eager to experiment with new platforms, formats, and partnerships to drive engagement.
- You have strong leadership abilities, with a focus on mentoring and developing a high-performing team in a fast-paced environment.
- You are proficient in analytics tools and able to translate data into actionable insights.
- You are fluent in English (additional language skills a plus) and have budget management experience to maximise ROI.

### What we offer you:

- A **high-achieving, international community** of waterdrop colleagues, located in a brand-new HQ in Vienna, Austria.
- **Development opportunities** in one of the fastest-growing e-commerce companies in Europe.
- **MyClubs sports vouchers**, to have a sporty balance.
- In-house **fitness centre**.

- In-house **company doctor**.
- In-house restaurant with **subsidised healthy meals**, for a break with your colleagues.
- **Discount** on your waterdrop purchases.
- Legendary summer and Christmas **parties!**

The minimum salary for this position is EUR 65,000 gross per year on a full-time basis. Depending on your qualifications, there is the willingness for overpayment.

We work in a changing world which offers great opportunities for people with diverse backgrounds and experiences. We seek to attract and employ the best people from the widest talent pool because creating value through diversity is what makes us strong as a business and enables us to solve important problems and deliver added value. We encourage an inclusive culture where people can be themselves, are valued for their strengths and are empowered to be the best they can be.

**Wanna Drop in?** Send your application documents in English through our online application system. Please attach a portfolio or samples of work for appl



## Team Lead Social Media & Influencer Marketing (m/f/d)

### Additional information

Location	Vienna
Position type	Full-time employee
Start of work	As of now

### Responsible

Bettina Reibnegger