



Social Media Manager (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 solutions with our fruity little cubes – Microdrinks – that save up to 98% plastic compared to drinks in 500ml plastic bottles 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 Social Media Manager (m/f/d) you will develop and execute a comprehensive Instagram strategy to increase brand visibility, engagement, and follower growth.
- You will plan and manage a content calendar for Instagram, aligning posts with seasonal campaigns, product launches, and brand milestones.
- You will conceptualize and create high-quality, engaging visual and written content, such as images, carousels, Reels, and Stories, that aligns with waterdrop's brand voice and aesthetic.
- You will collaborate with internal creative teams and external creators to produce and repurpose content, ensuring brand consistency and authenticity.
- You will write compelling, on-brand captions that resonate with our audience, encourage engagement, and align with each post's objectives.
- You will monitor and engage with followers daily, responding to comments and tags to foster a sense of community and brand loyalty.
- You will implement effective community management strategies to handle questions, feedback, and user-generated content, ensuring a positive brand experience for followers.
- You will track and analyze key metrics, such as engagement rates, reach, follower growth, and content performance, to assess the impact of strategies.

- You will generate regular reports to share insights, trends, and actionable recommendations.
- You will partner with the Paid Social team to ensure organic and paid Instagram content aligns and reinforces campaign goals..
- You will conduct regular research on audience behavior, competitor activities, and Instagram trends to identify new opportunities and keep waterdrop ahead of the curve, using these insights to inform broader content and marketing strategies.

Your strengths and qualifications:

- You have proven experience in social media management, with a strong focus on Instagram.
- You have proficiency in social media management tools and analytics platforms (e.g., Later, Sprout Social, Instagram Insights).
- You are highly skilled in editing softwares such as Adobe Premiere Pro or CapCut Pro and are confident with simple graphic design tools.
- You have exceptional writing skills, with the ability to craft engaging and on-brand captions.
- You are comfortable behind and in front of the camera and can create engaging short-form video content.
- You have strong analytical skills to interpret performance metrics and optimize strategies accordingly.
- You have the ability to stay organized, work independently, and thrive in a fast-paced, collaborative environment.

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.
- **Annual training budget**, to develop in your field.
- **MyClubs sports vouchers**, to have a sporty balance.
- In-house **fitness centre**.
- In-house **company doctor**.
- In-house restaurant with **subsidized 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 45.000 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 work samples for application consideration!** We are looking forward to reading from you soon!



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Additional information

Location **Vienna**

Position type **Full-time employee**

Start of work **Jun 1, 2025**

Responsible

Kira Zimmermann