



PR/087118 | Content Planner(m / f / d)

Job Information

Recruiter

JAC Recruitment Germany

Job ID

1552042

Industry

Retail

Job Type

Permanent Full-time

Location

Germany

Salary

Negotiable, based on experience

Refreshed

July 15th, 2025 10:52

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

COMPANY OVERVIEW

The company is the European subsidiary of a well-established Japanese consumer goods manufacturer, founded in 1950 and globally recognized for its premium table tennis brand. Established in Germany in 1973, the company is headquartered in Krefeld and operates a robust distribution network across Europe. It designs, manufactures, and sells high-quality table tennis equipment—including rubbers and rackets—trusted by professional players worldwide. Through continuous innovation and athlete support, the company contributes to the global development of table tennis.

JOB RESPONSIBILITIES

As the Content Planner, you will lead the planning and creation of engaging digital content across social media and graphic platforms. You will develop creative campaigns, manage content production (including video(YouTube)), and collaborate with internal and external teams to enhance brand visibility. Over time, you will take on a leadership role overseeing both the Social Media and Graphic teams.

This role requires a balance of creative vision and business acumen, with hands-on skills in content creation and planning. You will also coordinate with the global headquarters in Japan to align English-language social media strategies and ensure consistent brand messaging.

Key Responsibilities:

- Plan and execute creative content strategies for social media (Instagram, TikTok, YouTube).
- Create and edit visual content, including video, for digital platforms.
- Collaborate with internal teams and external creators to produce high-quality campaigns.
- Manage budgets for content production.
- Align content direction with global HQ and ensure consistency across English-language channels.
- Lead and eventually manage the Social Media and Graphic teams.
- Monitor performance and optimize content based on engagement and brand goals.

Attractive Points

- Opportunity to shape the digital presence of a globally recognized sports brand.
- Work with top athletes and premium products used in international competitions.
- Creative freedom with support for external production and campaign budgets.
- Potential to grow into a leadership role within the marketing team.
- International environment with collaboration across Europe and Japan.

JOB REQUIREMENTS

Mandatory Qualifications (All must be met):

- Proven experience in content planning and digital media production.
- Strong creative skills, including video editing(YouTube) and visual storytelling.
- Business-level proficiency in **English** and **German**.
- Ability to work independently and manage multiple projects.
- Strong communication and coordination skills across teams and cultures.

Nice-to-Have:

- Experience in sports or lifestyle branding.
- Familiarity with social media analytics and performance tracking.
- Understanding of visual design tools and production workflows.

BENEFITS

- Annual Leave: 30 days
- Company Car & Fuel:

Provided for department head level

- Other Benefits:

On-site parking

No regular remote work (exceptions possible for family or special circumstances)

Apply online or feel free to contact me directly for more information about this opportunity.

#LI-JACDE

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Company Description