



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

募集職種**人材紹介会社**

ジェイ エイ シー リクルートメント ドイツ

求人ID

1552042

業種

小売

雇用形態

正社員

勤務地

ドイツ

給与

経験考慮の上、応相談

更新日

2025年08月26日 05:00

応募必要条件**職務経験**

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

ビジネス会話レベル

最終学歴

短大卒：準学士号

現在のビザ

日本での就労許可は必要ありません

募集要項**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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会社説明