



## Position for Digital Media Manager

PlanBlue is a diverse team of visionary scientists and engineers whose mission is to protect and explore the ocean by using cutting edge technology. We are a spin-off from the Max Planck Institute in Bremen and have developed the very first underwater optical platform that allows systematic monitoring of seafloors (e.g., coral reefs, lakes, oceanic shelves) and additionally provide geo-referenced maps. Those maps can be used for a variety of applications, such as underwater constructions (e.g. harbours), but also aid in reducing the ecologic and economic impact of e.g. climate change or plastic waste in the oceans.

To support our team in strategic communication, social media skills and web analytics, we are looking for a **Digital Media Manager**:

### Your responsibilities will include:

- Oversee PlanBlue's digital media efforts, including website, Twitter, Instagram, Facebook and LinkedIn
- Create and curate sharable content, with a focus on how our technology can be used to tackle present-day challenges (e.g., climate change, plastic seafloor pollution, underwater construction efforts)
- Determine which platform is best suited for what content
- Build, manage and maintain social media profiles of the entire PlanBlue team
- Maintain brand consistency across all media platforms
- Monitor social media analytics

### Qualifications we are looking for:

- Fluent in English with excellent (proven) English writing skills (native English-speaking preferred)
- Experienced with Twitter, Instagram, Facebook and LinkedIn
- Know how to analyse and monitor social media analytics
- You have a flexible mind, enjoy challenging the team and yourself, are not afraid to give and receive feedback and know how to prioritize
- Have affinity for the ocean (diving certification is appreciated, but not necessary)

### What we offer:

- Give you the opportunity to use your digital media skills to help our oceans
- Enable you to grow your professional skills and personality, have real responsibility and see our outreach expand
- Be part of a highly skilled international entrepreneurial group of people who strive for diversity and love input from its team members

### Does this all sound of interest to you?

We look forward to receiving your CV and other information you might find relevant at [jobs@planblue.com](mailto:jobs@planblue.com)