



UNCAGE YOUR TALENT



COMMUNITY MANAGER (M/F/D)

We are looking for a Community Manager who will play an essential role in delivering YT's stated goal to become the biggest mountain bike brand in the world. Reporting directly to the Head of Social Media, the Community Manager is responsible for a global audience of 1.5 Million bike fans.

The main goal is to plan and publish unique content across various platforms daily, this includes curating text and identifying photos/videos that align with the companies goals each week. You will be responsible for engaging with the community in the comments of each posting, from problem solving to 'witty' comments, you'll be an integral part of our community and a touching point for our global audience. The mission doesn't stop with our channels... we want you to create strategies on how to broaden our community and reach a new audience, specifically on channels that we don't own. You'll be able to handle many tasks simultaneously and seamlessly interact within multiple departments as well external parties. Want to work all day with the best bikes in the world? This is the job for you!

YOUR MISSION

- Create, edit and publish unique engaging content across various platforms daily, including but not limited to Instagram, Facebook, LinkedIn, TikTok, Pinterest
- Communicate directly with our community underneath postings
- Create and implement strategies on how to broaden our community, specifically on channels that we don't own
- Ensure the community is satisfied
- Be part of the community, identify opinion leaders, trolls and critics and know how to deal with them
- Develop a unique tone to answer comments in a way that matches the YT brand
- Stay up to date with current trends and technologies in social media
- Report and analyse KPIs to measure the impact and effectiveness of campaigns on the community

WHAT YOU BRING IN

- A deep understanding of current social media platforms
- 3 years professional experience in a social media role
- Experience creating/editing content and knowledge of Adobe creative cloud
- Fluent in English, and strong written abilities
- Deep understanding, experience and interest in MTB/Cycling
- Outstanding communication and organization skills and a sense of responsibility

WHAT WE OFFER

- An open-minded family culture
- Training possibilities in the company's own gym
- A cool team, with a free coffee flat rate
- After-work rides with your YT family and legendary company parties
- With the Franconian Switzerland one of the most beautiful bike regions, directly in front of the door

WE ARE YT

YT Industries was founded by Markus Flossmann in 2008 to give talented riders access to competitive dirt jump bikes. YT stands for Young Talent and reflects its founder's approach to life: No matter the age, it is never too late to explore your hidden talent or passion and to try something new.

It is never too late to LIVE UNCAGED.

To this day, YT focuses on mountain biking and offers a wide range of products from downhill and enduro to trail bikes as a direct-to-consumer brand. YT bikes are distinguished by their high quality for an exceptional price. Be it Red Bull Rampage, Downhill World Championships, or World Cups, YT bikes have dominated at the most challenging events and carried world-class athletes to major titles.