

Social Media Campaign Manager for Spirit of Football's "One Ball, One World" Project

About Spirit:

We have been called football's hippies, a term that we find to be not that offensive. We travel with what has been called football's Olympic Torch and the motto of "One Ball, One World". We are trying to make the world better using football and culture to fight FOR the things we believe in like: integration, inclusion, gender equality, sustainability and climate action. We are a small and creative crew of do-ers who run non-formal education projects that are creative, team orientated, lots of fun and aimed at inspiring people to take action in their communities, wherever in the world those communities are. Do you want to be part of our team?

About the project:

Spirit of Football is using The Ball, and hundreds of replicas, in the lead-up to the 2023 FIFA Women's World Cup (July to August 2023 in New Zealand and Australia), to advocate for and to develop and deliver education workshops on climate action and gender equality. The project is worldwide with approx. 50 partners from all over the world involved.

Some links to Spirit of Football:

Here is our [linktree](#).

See also a short video about the project here:

<https://www.youtube.com/watch?v=IRHtxL5wzjI>

About the job:

The social media campaign manager will aim to showcase the above project: telling a cohesive and entertaining story that aims to gather a larger social media following as The Ball and replica balls are used in advocating for worldwide climate action from January to August 2023.

Location: You are based in Erfurt, Germany or close to Erfurt and willing to regularly be in Erfurt for meetings, and also to work from Spirit of Football HQ in Erfurt. Working online from home office etc. is also anticipated. Be ready for flexible working hours.

Timeframe: January/February to August 2023 (7 to 8 months)

Time commitment and Remuneration: A minimum of 15 hours per week. The role is paid.

Language skills:

English and German (fluency in both written and spoken form)

*Additional languages welcome

Skills: User of and fluency in social media channels (especially Instagram, Facebook, LinkedIn and Twitter), strong video editing and design skills, photography / videography skills are also helpful.

Personal: Creative, ideas person, makes things happen, ready to take responsibility and initiative, positive outlook, outgoing, excellent social skills, team player, good communicator, ability to work independently, able to be flexible with hours worked and to cope with a fast paced international environment and not disturbed by a little chaos.

SPIRIT OF FOOTBALL e.V.

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VORSTAND

Andrew J. Aris, Ulrike Enders,
Anne Keßling, Sven Söderberg

GERICHTSSTAND

Amtsgericht Erfurt
VR-162274



JULIUS HIRSCH
PREIS

EUROPÄISCHER
BÜRGERPREIS
2018



DER PARITÄTISCHE
UNSER SPITZENVERBAND



INTEGRATIONSPREIS

Experience:

- Managing social media channels: Instagram, Facebook, LinkedIn, Twitter (mandatory)
- Managing social media campaigns (mandatory)
- Copywriting in English (mandatory) and German (strongly preferable)
- Videoediting and graphic design tools: Indesign, Photoshop, After Effects, Canva, etc. (mandatory)
- Working independently with support from a small team, and developing and managing social media campaigns (mandatory)
- Designing infographics (preferable)
- Developing and managing social media campaigns involving climate action and sustainability (preferable)

Interests: Genuinely interested in and passionate about sustainability and climate action and in the best case also knowledgeable about the topic. Interest in sport and especially football is a benefit. Gender equality as well. This role could (but does not have to) involve international travel.

Get in touch with us:

Send us your resume and portfolio (maximum five copy and video samples of your social media creations) by December 31, 2022 to andrew@spiritoffootball.de.

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