



Flink GmbH has been serving various brands in the medical, sports, and industrial sectors for over 18 years. Providing development services, productions, and increasingly supporting concrete marketing measures and implementations.

To expand our team, we are looking for an immediate hire or at a mutually agreed upon time, a

**Social Media Specialist - (m/f/d)**

(80-100% workload) based in Chur/Switzerland

You are well-versed in strategies and techniques to increase the visibility of brands, products, and services on the World Wide Web. As an analytically adept expert and creative innovator, you continuously evaluate your efforts and optimize them, harnessing the potential of data-driven approaches to efficiently and creatively generate digital value.

**Your Responsibilities**

- Develop and implement a comprehensive social media strategy to increase brand awareness and build and nurture the community.
- Conceptualize and deliver engaging and audience-specific content for various social media platforms such as Instagram, LinkedIn, TikTok, etc.
- Plan and execute social media campaigns.
- Actively observe and analyze to continuously optimize and adapt the strategy.
- Monitor social media activities, evaluate performance, and create regular reports for measurement of success.
- Engage and interact with the online community, responding to comments, direct messages, and inquiries.
- Collaborate with the marketing and development team to develop content, refine brand messages, and ensure consistent communication.
- Identify influencers and cooperation opportunities to expand reach.

**Your Profile**

- Completed education or degree in Marketing, Communication, Media, or comparable expertise
- Demonstrated professional experience in social media management or a similar position
- Excellent understanding of various social media platforms, their audiences, and functionalities
- Creativity and a sense of visual design and writing style
- Experience with social media analysis tools and interpreting metrics
- Proactive, a team player with the ability to work in a dynamic environment
- Compelling communication skills and the ability to use feedback constructively
- Experience with common image and video editing programs is advantageous
- Fluent in German and English

We offer you the opportunity to work in a creative and innovative environment, and to be part of a dedicated team. You will have the chance to apply your analytical and creative talent, learn new tools, and collaborate closely with an innovative and creative team.



If you wish to apply your passion for communication and social media in an exciting position, we look forward to receiving your application. Please send your resume, a compilation of your skills/experiences, and a motivation letter to, **Nicole Comminot, [personal@flink.ch](mailto:personal@flink.ch)**