

The Purpose Foundation is looking for an **Experienced Digital Communications Manager (d/m/f)**

We work for an **economy** that serves **people, society and the planet!** **Steward-ownership** is at the heart of our activities.

Support the **Purpose Foundation's** work and mission as **Online Communications Expert** for **Web and Digital Products and Marketing.**

Let's unleash the full potential of **steward-ownership** and make it accessible globally.



start as soon as possible
full time
remote



Your Profile

- Ideally, you have successfully completed a training or hold a degree in Online Marketing, Communications, Literary Studies, Media Studies or similar;
- You have worked for at least 2 to 3 years in a relevant field and have work experience in Content Marketing, Inbound Marketing & Marketing Automation as well as in-depth & cross-channel knowledge in Social Media Marketing;
- You have experience in putting together and executing an effective SEO and Online Marketing strategy. You display a confident handling of the various tools and possibilities to achieve set goals.
- You understand the concept of steward-ownership and are familiar with economic discourses and business communication. You therefore display a sensitivity for the communication with different target and interest groups and are able to navigate a sensitive topic through “rough terrain” to avoid the risk of it being polarised or being stamped “right or wrong” all too quickly;
- You are creative and equipped with a range of design skills and tools. You pay attention to detail and have an eye for on-point and professional graphic realisation;
- You have excellent language skills in German and English (spoken and written) and enjoy writing and creating content. Superb spelling and punctuation are a must;
- You demonstrate a high degree of initiative and your work ethic is result-oriented yet quality conscious;
- You are an absolute team player and happy to work together with multiple stakeholders;
- You display an independent and proactive way of working and the ability to manage several campaigns simultaneously;
- You have experience in working within a self-organised team setting and are happy to work remotely.

You are all of the above? Awesome, we can't wait to hear from you!

Or, you are some of the above and make up for a lack of skills or experience with motivation, creativity and practicality?

Then we would still love to hear from you, of course!



Your Tasks & Responsibilities

- You take care of our online presence and digital communication including all digital nonprofit products as well as the website(s), social media channels and our newsletter. This involves writing and providing content for our social media presence, but also overseeing its strategic development, reviewing the strategic relevance of individual channels and establishing recommendations for a holistic (social) media strategy;
- You develop an innovative customer journey according to the different target audiences and identify and design suitable marketing campaigns with the goal to inspire, enable and widen our global audience for steward-ownership;
- You identify appropriate platforms and settings to position our brand and the topic of steward-ownership successfully;
- You plan, design and implement nonprofit content and projects into digital products and contribute to the creation of storytelling products in terms of content;
- You ensure a consistent brand message and positioning of the nonprofit digital products;
- You drive the implementation of targeted search engine marketing, including in particular the development and implementation of SEO concepts.



What we offer

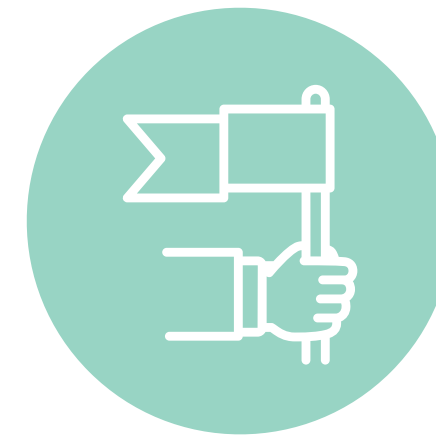
→ We regard companies as a group of people who work for a purpose – and apply this guiding principle also to us as an organisation. So, purpose is at the centre of everything we do. We work together with the aim to empower and enable all team members as much as possible in order to work effectively for the mission and purpose of our organisation.



Self-responsibility and the realisation of potential are the guiding principles of our collaboration.



We combine **professionalism, entrepreneurial energy and humanity** to change the economy together.



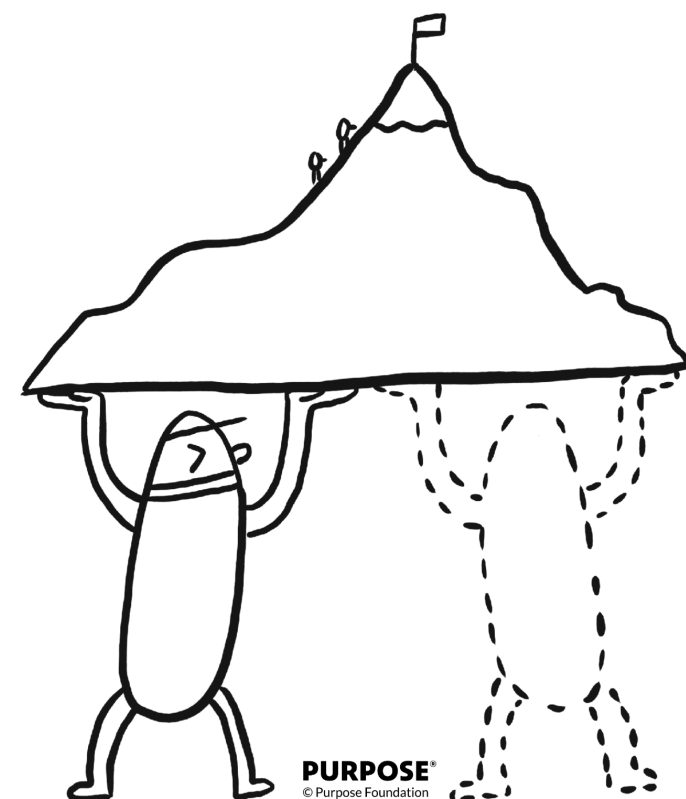
We value and grant **honest and regular feedback** – not just when the going gets tough, but at regular intervals in order to offer all team members the best conditions for successful personal and professional development.



Our day-to-day work is characterised by **few traditional hierarchies**, but **distinct areas of responsibility and situational and competence-based hierarchies**, according to which we organise ourselves and between which we coordinate.



Work from wherever suits you best: **We work remotely** from different locations. **Twice a year**, the whole Purpose team meets for **team retreats** within Germany. Individual teams also meet for **team days** regularly. **Flexible working hours** provide the basis for **balancing work, life, and family**.



We are looking forward to hearing from you!

Please send your application to
workwithpurpose@purpose.ag

We welcome candidates from **all backgrounds and identities**. We encourage diversity and inclusion in our hiring process.



Please state your **earliest possible starting date** and your **desired salary** in your application.

Your contact person for and during the hiring process is Lilly Pokraka.

Your application should **include the following** and should be send by mail in **one single pdf-document**:

- Cover letter/letter of motivation
- curriculum vitae and
- relevant references

Your Purpose Team

More information

- www.purpose-economy.org
- www.purpose-economy.org/en/purpose-foundation/
- www.purpose.ag/book
- www.purpose.ag/magazin
- Videos & documentaries:
 - “Should we f*ck capitalism? And if so, how?”
 - “arte re: Mehr Sinn statt Gier – Kapitalismus neu gedacht”
 - Spotify Podcast Playlist
 - Medium Article “The Patagonia Structure in the Context of Steward-Ownership”
 - The New Yorker Article “Can Companies Force Themselves to Do Good?”

