

Senior Manager Digital Communications with a Focus on Social Media

Urgewald is looking for a creative, strategically minded digital communications professional, with a strong sense for tone who will take our social media work to the next level.

General conditions:

Hours per week: 30-38.5

Place of work: Cologne, Berlin, or Sassenberg (near Münster)

Planned start date: February or March 2026 (if possible)

About Urgewald:

Urgewald e.V. is a German-based environmental and human rights organization of around 70 people that has been pressuring banks and corporations for over 30 years when their business practices harm people and the environment. Urgewald's research reveals which banks and investors finance displacement or harm the climate. Urgewald campaigns target those responsible in business and politics and encourage citizens to take action and use their power as consumers.

That's why we're looking for you:

We want to increase Urgewald's visibility and strengthen the impact of our social media communications. With your strategic thinking and creative skills, you will play a central role in shaping and delivering content that supports our campaigns, grows our reach, and inspires people to act.

Your responsibilities

Strategy and development

- Shape and refine Urgewald's digital communications strategy, with a focus on social media
- Collaborate closely with colleagues across the media team, campaigning, fundraising, and management
- Ensure social media work supports Urgewald's mission and strategic priorities
- Monitor relevant technological, media, and political developments and translate insights into action

Narrative and content leadership

- Develop social media narratives and formats that strengthen campaigns and build supporter engagement
- Produce content that increases reach, motivates action, and supports fundraising
- Raise Urgewald's visibility and recognition through consistent, high impact storytelling

Delivery and implementation

- Lead Urgewald's social media delivery within a team of 2 to 3 people
- Coordinate planning and execution across platforms
- Conceptualise and produce professional, inspiring content with a strong sense for tone, including humour when appropriate
- Current focus platforms: Instagram and LinkedIn, with a forward looking approach to expand into other channels
- Use performance analysis, audience insights, and trends to continuously improve content strategy
- Lead community management and oversee collaborations, including influencers
- Manage external service providers when required

Your experience

- You have played a key role in establishing or expanding the social media presence of an NGO or comparable organisation, and have experience coordinating digital or social media teams
- You bring strong hands on skills across content creation and channel management, including Instagram and LinkedIn, and you are confident working across formats including video, graphics, photography, image editing, and animation
- You have practical experience using content creation tools such as Canva and Adobe Suite, or comparable tools
- You are comfortable using social media analytics, monitoring, and listening tools to track performance, test what works, and continuously improve content strategy
- You have strong written and spoken English and German skills

Your profile

- Urgewald's mission inspires you and you understand social media as a strategic campaigning tool
- You are a confident storyteller who can spot strong narratives in data, research, and complex economic topics and translate them into exciting, accessible content
- You communicate clearly, have excellent judgement on tone, including discrimination sensitive text and imagery
- You can set priorities effectively in a fast moving environment
- You are flexible and willing to travel when needed
- You work collaboratively by sharing knowledge, welcoming feedback, and contributing solution oriented, structured input

Benefits:

- Meaningful work in a successful, internationally recognized, value-based organization
- Creative freedom in a central area of our work
- Flexible working hours and the option of mobile working
- An appreciative work environment
- Training and development opportunities
- Ergonomic workplace equipment (including in the home office)
- Appropriate remuneration and social benefits
- Corporate benefits such as contribution to company ticket (Deutschlandticket), Urban Sports Club or Hansefit, sustainable company pension scheme, bike leasing

Application:

We welcome **creative applications, whether by video, Instagram post, or other formats**. We want to know: What motivates you to apply for this position? What skills make you indispensable to the Urgewald team? What do you want to achieve with your work? Please **also** include your CV, portfolio, and any relevant references with your application.

We are planning interviews in January, with an intended start date in spring. This role is central to the continued development of Urgewald, so finding the right candidate matters more to us than an exact start date.

Urgewald is committed to diversity and equal opportunities. We particularly welcome applications from people who experience structural discrimination. We value diversity regardless of age, gender, disability, origin, sexual orientation, or social or religious background. A photo is not required as part of your application.

You don't identify with all of the above, but you still think we're a good match? Please apply anyway or simply get in touch with us!

Contact:

Anne Beckmann (Human Resources), Moritz Schröder-Therre (Media)

Email bewerbung@urgewald.org

Subject: Senior Social Media Manager 2026

<https://urgewald.org>

urgewald

