



Since 1923, Bärenreiter-Verlag has been inspiring and setting standards for professional and amateur musicians with sheet music editions and music books of the highest quality. 120 employees with in-depth expertise and great commitment ensure the high standards that make Bärenreiter one of the world's leading publishers of classical music.

To support our team, we are now looking for a **part-time**

Social Media Manager China (m/f/d)

社交媒体经理 – 中国

Your area of responsibility:

- Setting up, maintaining and analysing the publisher's social media channels on the main Chinese-language platforms (e.g. Wechat, Little Red Book, TikTok)
- Increasing our digital reach in Chinese-speaking regions
- Selecting and creating target group-specific content in collaboration with our communications and marketing team
- Supporting Chinese retailers in their activities (social media content, providing product data, supporting marketing campaigns)
- Preparation and support of marketing campaigns in China (music fair in Shanghai, workshops)
- Translation of advertising material and online content into Chinese

Your profile:

- Experience in social media marketing and sound use of social media tools
- Ideally a completed degree or relevant training in the field of music, media, and marketing, or advertising

- Creativity and a good feel for language
- Native language Chinese
- Very good knowledge of English
- Very good knowledge of classical music
- German language skills desirable
- Enthusiasm for digital communication, teamwork and classical music
- Place of residence in Germany

What you can expect from your work place:

- Collegial work in an internationally active family business with 100 employees at the headquarters in Kassel
- Versatile work in a core area of culture
- Extensive training and integration into our marketing team
- Flexible working hours from Monday to Friday from 6:00 am to 8:00 pm
- Collective labour agreement
- 30 days holiday
- Remote work possible
- Company location in the greenbelt area of Kassel-Wilhelmshöhe
- Good access to local and long-distance public transport

Have we aroused your interest? We look forward to receiving your detailed application, stating your salary expectations, **by e-mail to jobs@baerenreiter.com**