

SOCIAL MEDIA MANAGER (D/F/M) - FREESTYLE CHESS COLOGNE, GERMANY (HYBRID)

Are you passionate about chess and love crafting engaging social media content? Do you have the creative spark and strategic mindset to help build a new and exciting brand from the ground up? Then come join us at Athletia Sports as **Social Media Manager** for the **Freestyle Chess Grand Slam Tour!**

ABOUT ATHLETIA

Athletia is social media agency specialising in the dynamic world of sports. Our team of over 100 professionals collaborates with globally known sports brands, leagues, federations, athletes and influencers to help amplify their digital presence. Our innovative strategies and passion for storytelling drive engagement, build communities and deliver organic results.

ABOUT FREESTYLE CHESS



The Freestyle Chess Grand Slam Tour is a new competition that brings together the best chess players in the world, such as Magnus Carlsen, Dommaraju Gukesh and Hikaru Nakamura, at the most exclusive venues. 2025 will see the Freestyle Chess Grand Slam Tour make stops in Germany (Weissenhaus), France (Paris), USA (New York), India (Delhi) and South Africa (Cape Town), with an innovative format designed to captivate audiences, inspire players and redefine the chess experience. It's time to open up a new chapter in the history of the sport.

THE ROLE

At Athletia, we are looking for a talented and driven Social Media Manager to manage and grow the Freestyle Chess Social Media presence.

KEY RESPONSIBILITIES

- **Ideation:** Development of compelling content ideas (graphics, videos, photos) for leading Social Media platforms with a focus on Instagram, TikTok and YouTube.
- **Planning:** Creation and management of always-on social media content schedules.
- **Creation:** Production of template-based Social Media posts and briefing of graphic designers / video editors for more complex assets.
- **Posting:** Posting of all content pieces incl. suitable copies.
- **Live Event Coverage:** Remote coverage of all Grand Slam events (e.g. results, standings, highlights, near-live snippets, quotes, memes etc.).
- **Community Engagement:** Regular interaction with the community on-handle as well as off-handle within the chess ecosystem.
- **Strategy Development:** Executing on / continuously developing the social media strategy to ensure qualitative and quantitative goals are met.
- **Reporting:** Monitoring and reporting of social media KPIs with a focus on deriving clear learnings and actions.

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QUALIFICATIONS

- Proven experience in managing social media accounts, preferably in the sports, gaming or entertainment industry.
- Excellent understanding of social media trends and platforms.
- Strong passion for and in-depth familiarity with chess.
- Creative mindset with the ability to produce engaging and original content for different social media audiences.
- Proficiency in graphic design and video editing is highly desirable.
- Outstanding English language skills with a knack for good copywriting.

WHAT WE OFFER

- A highly collaborative and passionate team dedicated to shaping the future of chess.
- The ability to creatively shape the Freestyle Chess social media content.
- Hybrid working conditions with flexibility depending on location.
- Compensatory time off for any event-related work outside office hours.

HOW TO APPLY

Ready to bring your creativity and passion to Freestyle Chess? Send your CV, portfolio (including social media handles, past projects and / or examples of your work) and a cover letter detailing your experience and vision for our social media presence to jobs@athletia.net with the subject line **Social Media Manager Application - Freestyle Chess**. Please also state your earliest possible start date and salary expectations.