



Social Media Executive

Berlin

About yes&

yes& is a creative & innovation consultancy. We specialise in communications & strategy, combined with digital product creation. By combining beautiful design, accurate data & the right technology, we help our clients achieve growth. We form partnerships with our clients through a desire to always build & improve.

We value our people & invest in them through offering excellent benefits, competitive salaries, & superb career development opportunities. We recognise & reward hard work. In return, we expect our people to bring the commitment; drive & talent to add significant value to our company.

The Role

Do you have a passion for social media and communication? Are you someone who naturally keeps up with the latest trends, platforms, and formats, and loves turning them into creative, impactful ideas? We're looking for a **Social Media Executive** who's excited to create, experiment, and bring content to life across our clients' channels.

You'll create platform-specific content for Instagram, TikTok, LinkedIn, YouTube and beyond, everything from short-form video and stories to campaign assets and live content. You'll plan and maintain content calendars, film and edit assets, and work closely with clients and the team to bring strong ideas to life.

This is a hands-on creative role suited to someone who understands what works, knows how to adapt content for different audiences and platforms, and is confident managing the full process from concept to delivery. Your work will support and feed into broader communications strategies, so being able to align creative ideas with bigger goals is key. You should be able to speak to the results of your work and explain the thinking behind your approach.

Main Responsibilities

Content Creation and Execution

- > Create social-first content for Instagram, TikTok, LinkedIn, YouTube and other platforms
- > Create video and photo content on-location for events and activations
- > Repurpose and adapt content to fit platform formats and campaign needs
- > Support influencer, creator and partner content

Content Planning and Strategy

- > Build and manage content calendars across multiple accounts
- > Contribute to content strategy aligned with wider communications goals
- > Stay up to date with platform trends and feed relevant ideas into planning

Performance and Client Collaboration

- > Track and report on performance using key metrics and insights
- > Present results clearly, offering recommendations for optimisation
- > Join regular client check-ins to align on content priorities and feedback
- > Work closely with the team to ensure creative aligns with strategy and tone

Experience & Skills

- > 2 to 3 years of experience in social media or communications
- > A strong creative portfolio showcasing content across different platforms
- > Experience working in video editing tools such as CapCut, Canva and Adobe Suite
- > Confident both behind the camera and on screen when needed
- > A good knowledge of German and English, both written and spoken
- > Able to manage multiple projects with attention to detail and consistency
- > Strong understanding of platform trends, audience behaviours and performance metrics
- > Comfortable discussing content performance, campaign goals and creative thinking

What We Offer

- > A flat hierarchy and the opportunity to take ownership of your work
- > A modern, collaborative office environment in Berlin
- > Support for professional development and training
- > Travel opportunities to other European offices
- > Regular team events and internal initiatives
- > Discretionary time off over the holiday period

Salary: Dependent upon experience

Contract: Full-time, permanent

Hours: 40 per week

To apply for this position, please e-mail your CV and a short introduction (written or video) to:
careers@yes-and.io

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