

At Birkenstock, our business is a reflection of who we are. We have a passion for our products, an appreciation of their heritage and a genuine belief in their benefits. Our business is a reflection of what we represent - quality products that are comfortable, unique, timeless and respectful of the world around us. Our mission is to deliver happiness and satisfaction.

To provide quality products and services, we need quality people. We are looking for talented people who share our values of accountability, responsiveness, excellence, teamwork, respect, integrity and a positive attitude.

<u>JOB TITLE:</u>	Social Media Coordinator
<u>LOCATION:</u>	NYC/Tri-state area
<u>REPORTS TO:</u>	Senior Manager Social Media & Digital
<u>TYPE:</u>	Exempt
<u>SALARY:</u>	\$68k - \$82k

Note: Relocation and any associated costs are the sole responsibility of the person hired for this position.

OVERVIEW

Birkenstock is looking for a Social Media Coordinator to support the day-to-day execution of our organic social media and content creator marketing in the U.S. This role sits at the intersection of content, culture, and community—helping bring campaigns to life through platform-native storytelling and creator-led content.

This entry-level role is responsible for social campaign support, content scheduling/publishing, content creator coordination, community management, and reporting.

Key Responsibilities

Social Campaigns & Calendar

- Execute the day-to-day publishing of content across Instagram, TikTok, and emerging platforms
- Maintain and update the social content calendar, ensuring alignment with key campaigns, product launches, and internal stakeholders
- Ensure all content is platform-native, accurate, and optimized for performance (copy, tagging, and timing)
- Organize and maintain content systems, including asset libraries and internal trackers

Content Creator Coordination

- Support end-to-end execution of creator campaigns
- Coordinate product seeding and shipment logistics
- Organize, catalog, and tag incoming creator content for internal use across organic and paid channels
- Partner cross-functionally to maximize the lifecycle and usage of UGC across platforms
- Monitor creator and platform trends to identify opportunities for new formats, talent, and content directions

Community Management

- Actively manage community engagement across platforms, including comments and DMs
- Engage with brand fans, creators, and relevant cultural conversations in a timely, brand-aligned voice
- Escalate customer service or PR-sensitive inquiries when needed

Reporting & Insights

- Pull weekly and campaign-level performance data
- Support basic reporting on content performance and community engagement
- Help identify top-performing content and emerging trends

Qualifications & Experience:

- 1–2 years of experience in social media, digital marketing, or a related field
- Bachelor's degree preferred, or equivalent relevant experience
- Deeply immersed in digital culture, with a strong understanding of content trends and creator ecosystems
- Proficiency with major social media platforms (Instagram, TikTok, Snapchat, Pinterest)
- Basic understanding of social media analytics and performance metrics
- Highly organized with strong attention to detail and follow-through
- Strong written communication skills with an understanding of brand voice and tone
- Strong project management and multitasking skills, with the ability to work independently, proactively, and collaboratively

If interested, please send cover letter and resume to katelynn.ramos@birkenstock.com. Subject line should list “Social Media Coordinator”.

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.

