CONTENT & COMMUNITY

Social Media & Content Manager

TCG & Community

EMPLOYER	LOCATION	EMPLOYMENT TYPE	WORKING MODE	PROJECT
Last Media GmbH	Eckersdorf	Full-time	Regular on-site content production	LastDraw

Give people a reason to care—and a reason to join

A good deck. An interesting collection. An evening with people you enjoy being around. Trading card games have plenty worth showing beyond another product announcement.

At Last Media, we want to make LastDraw a confident, distinctive TCG brand rooted in good company, knowledge of the hobby, and honest service. Our e-commerce business is the starting point; a physical store and the community around it are the next step.

We are looking for a hands-on communicator who can turn that direction into work people actually want to watch, read, and share. Someone with taste, curiosity, and follow-through—not simply someone to keep the accounts active.

What you will own

- **Editorial planning:** develop a manageable content calendar around products, releases, the people behind the business, and the experience of playing and collecting.
- **Making the content:** research ideas, write scripts and captions, shoot and edit short-form video, take useful photographs, and publish with care. This is a production role, not only a briefing or coordination role.
- **A recognizable voice:** help LastDraw sound knowledgeable, warm, and confident across the channels we choose to prioritize. Adapt to the format without borrowing every passing trend.
- **Repeatable formats:** develop series worth returning to—such as useful card explanations, deck decisions, collecting stories, or behind-the-scenes improvements. Test ideas before turning them into a large production commitment.
- **Community communication:** answer genuine questions, engage thoughtfully, and route order-specific problems to support with a clear handover.

- **Commercial coordination:** check stock, release details, and promises with operations before publishing. Make offers clear without inventing urgency or overstating a product's value.
- **Learning from results:** review what holds attention, leads to useful conversations, brings relevant visitors, and supports purchases or future event participation where measurable. Recommend what to repeat, change, or stop.
- **Future store storytelling:** help introduce the store and, once operating, document real games and community occasions with appropriate permission.

You will not be expected to launch every platform, run a podcast, and produce daily video at once. Choosing a sustainable focus is part of the job.

The judgment behind the work

Our audience should feel taken seriously. We can be enthusiastic and funny without exaggerated hype, misleading claims, or making someone else the joke. We want real people enjoying the hobby, not a staged version of a community we have not built yet.

You know the difference between an attractive post and an accurate one—and expect both. You obtain permission before featuring people, respect those who prefer not to appear, and understand that internal team moments are not automatically marketing material.

When an idea underperforms, you look at the opening, format, relevance, and distribution, then propose a better test. You can accept feedback without losing your point of view and defend an idea without becoming attached to it regardless of the evidence.

What you bring

- A portfolio showing strong writing, visual judgment, and hands-on video or content production. Personal projects count if the work is thoughtful and consistently executed.
- Excellent written German and working English for research and product information.
- Confidence taking a piece from an initial idea through production, editing, publication, and review.
- Comfort interpreting basic analytics and explaining what they do—and do not—tell us.
- Curiosity about people, storytelling, and why something is worth their attention.
- Enough organization to keep production moving without someone chasing each next step.

Education in media, communications, journalism, design, marketing, or a related subject is valuable. An equally serious self-directed path with strong work to show is welcome. We value depth of learning and clear thinking, not credentials in place of craft. TCG experience is an advantage; genuine willingness to understand the hobby is essential. You do not need an existing personal following.

What we offer

A brand with a clear point of view and room for you to develop its expression. Direct collaboration with the founders, access to the real work behind the business, and responsibility for both creative quality and useful outcomes.

We are willing to pay more for someone who combines strong creative work with editorial judgment, commercial understanding, and reliable delivery. We are looking for a capable professional, not a low-cost posting service.

This role involves regular on-site work in Eckersdorf. Any store or event coverage would be planned as part of the working schedule; ownership of social channels does not mean being available around the clock. In a small team, an occasional practical contribution outside your main discipline is normal, with priorities agreed rather than everything becoming urgent at once.

Apply

Apply online with the **“Apply now”** button—you can add links and upload work samples directly. Prefer email? Write to job@lastmedia.com with the subject **“Social Media & Content — Application”**.

Include your CV or background, earliest starting date, salary expectations, and three to five relevant examples. For one example, briefly explain the audience, your contribution, and what you learned from the response. Existing work is enough—we do not need a custom unpaid campaign.

This position is full-time only. Applications in German or English are welcome.

How to apply

ONLINE	www.lastmedia.com/jobs/social-media-content-manager/apply
BY EMAIL	job@lastmedia.com · Subject: Social Media & Content — Application