



Social Media Manager (m/f/d)

Permanent contract (CDI), 40 hours/week

Luxembourg for Tourism (LFT), Luxembourg's national destination marketing organisation, is looking for an experienced Social Media Manager to strengthen its Communications & Community Management team. You will manage Visit Luxembourg's social media presence (over 252,000 followers) and contribute to the organisation's broader communications objectives, presenting Luxembourg as an inspiring travel destination through strategic, creative and audience-focused storytelling.

The role, based in Luxembourg-Kirchberg, requires strong communication judgment, an understanding of what it means to represent a national tourism brand, and the ability to work independently within a collaborative team environment.

Your tasks at LFT

Strategic implementation & planning

- Support the development and execution of Visit Luxembourg's social media strategy.
- Develop content ideas, campaigns and formats aligned with communication and marketing objectives.

Content creation & channel management

- Manage and grow Visit Luxembourg's social media channels (Instagram, Facebook, TikTok and YouTube).
- Create engaging social media content, including short-form video formats, from concept to publication.
- Ensure all content is aligned with brand guidelines and current social media trends.

Community management & collaboration

- Manage community engagement across social media platforms, exercising good editorial and communication judgment in all public-facing interactions.
- Initiate and manage influencer collaborations and support cross-functional communication tasks.
- Collaborate with internal teams and external partners to ensure consistent communication.

Monitoring & reporting

- Monitor channel performance and derive recommendations for continuous optimisation.



Your profile and skills

Experience & qualifications

- Degree in Communications, Marketing, Social Media or a related field.
- Minimum 5 years of professional experience in social media management, ideally within tourism, destination marketing or brand communications.
- Strong understanding of social media strategy, storytelling and content planning.

Skills & competencies

- Proven experience in creating social media and short-form video content.
- Confident use of content creation and editing tools such as CapCut, Canva or equivalent.
- Excellent writing, communication and visual storytelling skills.
- Creative, proactive and up to date with social media trends and platform developments.
- Understands the responsibilities of communicating on behalf of a national tourism organisation, including awareness of cultural, political and stakeholder considerations.

Soft skills

- Well-organised, reliable and able to work independently.
- Strong communication and teamwork skills.
- Open to feedback and committed to continuous improvement.

Languages

- Native or near-native English (required).
- Good working knowledge of German or Luxembourgish (required).
- French or Dutch are an asset.

What we can offer you

- Permanent employment contract after successful completion of the probation period.
- Flexible working hours and one home office day per week.
- The opportunity to manage social media channels reaching millions of people, shaping Luxembourg's international image.
- Training and professional development opportunities.
- Access to a national and international tourism network.
- A multicultural, open and collaborative working environment.

Interested in joining our team? Send your CV, cover letter, and social media portfolio to **jobs@ift.lu** by **4 October 2026**. We hope to onboard our new colleague as soon as possible!

