



Social Media Manager (m/f/d)

40 hours/week

Luxembourg for Tourism (LFT), Luxembourg's destination marketing organisation, is looking for a creative, tech-savvy Social Media Manager to join the Communications & Community Management team. You will support us in presenting Luxembourg as an inspiring travel destination, engaging audiences with creative and authentic storytelling, and helping to grow our vibrant online community that currently consists of over 224,000 followers. Based in Luxembourg-Kirchberg, you will develop and deliver high-quality communications and content for Visit Luxembourg's social media channels.

Your tasks at LFT:

- Manage Visit Luxembourg's social media presence across platforms (Instagram, Facebook, TikTok, YouTube Shorts) in line with brand and strategic guidelines.
- Create engaging, high-quality short-form videos (Reels, TikToks, Shorts), from concept and shooting to editing and publishing.
- Support the production of social media visuals and copy, ensuring that all content aligns with our tone of voice and creative direction.
- Engage with our online community daily: respond to comments and messages, encourage conversations, and strengthen relationships with followers.
- Contribute to influencer collaborations, multi-channel campaigns and new project initiatives.
- Proactively support cross-departmental projects.
- Monitor performance and prepare social media reports.
- Stay informed about the latest trends in digital storytelling and the social media universe, bringing new ideas to the team.

Your profile and skills:

- You have a degree or relevant qualification in Communications, Digital Marketing, Social Media, or a related field, and bring at least two years of professional experience in social media management.
- You are skilled at producing short-form videos and have good editing skills using tools such as CapCut, Edits, or Canva.
- You understand visual communication and know what makes an image or video perform well online.
- You are creative, curious, and keep up to date with trends on social media platforms.



- You are a team player who communicates clearly and professionally and able to work independently.
- You are detail-oriented in both visuals and text, with strong writing and editing skills.
- You have experience or interest in destination marketing and tourism storytelling.
- You are mother tongue or highly fluent in English, and Luxembourgish, French or German are an advantage. Linguistic flexibility is expected as the working languages in the office are Luxembourgish, German, French, and English.

What we can offer you:

- A permanent employment contract after successfully completing the probationary period.
- Flexible and reliable working hours with the possibility of a home office day.
- The opportunity to contribute to the launch and growth of new digital channels.
- Opportunities for training and personal development.
- Access to a national and international network
- A multicultural, open, and collaborative working environment.

Interested in joining our team? Send your CV, cover letter, and (ideally) social media portfolio to jobs@ift.lu by **14 December 2025**. We hope to onboard our new colleague around 1 April 2026.

