



Associate Specialist Social Media & Content (m/f/d) - Corporate Office Malta

At Ruby your personality really matters, your time really matters, and we strongly believe we groove way better together. At Ruby we keep breaking new ground.

Hey Sunshine,

You're a pro when it comes to **planning and behind-the-scenes magic**? You believe that your work should be a place with **personality and soul**, where new ideas come to life? Then you are the missing olive to our Martini, the missing melody in our music and the **heartbeat of our Rubyverse**.

We are a fast-growing hospitality group with existing hotels and workspaces in some of **Europe's most exciting locations** and many more projects under construction. We **break new ground** with our **Lean Luxury philosophy**, creating a contemporary and affordable form of luxury. **Our stylish Corporate Office** on the beautiful island of Malta, bundles together with the teams in Munich, all front office, marketing and revenue activities outsourced from the hotels.

The Group's central marketing department is responsible for all tasks in the areas of communication, digital marketing, e-commerce, print and advertising media as well as brand development.

Join us and make it your own story.

Apply now

Trust us, you won't get bored, as you:

- develop and produce diverse and creative content types for social media platforms, including short-form videos, images, and blogs in line with our brand's tone of voice and objectives

- boost Ruby's visibility via paid social media campaigns, increasing brand awareness and maximising engagement, and conversions
- continuously analyse platform performance and audience engagement to optimize content strategy and increase reach and engagement
- always keep up to date with social media trends and platform updates to leverage new features effectively and be at the forefront of supporting the launch and management of emerging social media platforms such as TikTok and Threads
- work closely with the P&C team to enhance our employer brand 'Rubyverse' on social media, showcasing and celebrating our culture and spirits to attract new Ruby team members
- assist in managing professional content productions & shoots (budgeting, scheduling, and coordination) to ensure the delivery of high-quality and Ruby-aligned visual content
- are responsible for administrative and reporting duties related to social media and content initiatives and ensure a smooth process and effective tracking of progress and results

We've been waiting for you, since you have/are:

- successfully completed a degree in a relevant field (business administration, marketing/communications or hotel management)
- a dynamic and social media-savvy creative with experience in a similar role working with lifestyle brands
- an affinity for creating creative content and compelling texts and also have good knowledge of digital marketing strategies (SEO, content marketing, email marketing)
- familiar with visual design principles and tools (e.g., Adobe Creative Suite) and proficient in planning, executing, and optimising paid advertising campaigns as well as using social media analytics tools
- strong organisational and collaborative skills to manage projects from conception through to execution
- a warm and friendly personality and the ability to transfer your enthusiasm to others
- no stranger to content management systems, social media scheduling tools and data analysis software
- an excellent command of written and spoken English

What's in for you? That's how we groove:

Ruby, Ruby, Ruby

- your style, your smile, your ideas – bring your personality to work
- better together – at work, during team events or just because it's Monday 😊

'Cause I'm having a good time

- LEGEN... wait for it... DARY staff rates – for you, your travel buddy and your family & friends
- even work is better at the beach – 10 days workation per year
- no more excuses – we support your sports program

Ain't no mountain high enough

- level up your game – trainings, coaching, mentoring and your personal development budget take you to the top
- innovation is part of our DNA – Lean Luxury, paperless, cashless, ... you name it

Money, Money, Money

- sharing is caring – thanks to our opening and profit-sharing bonus your account will grow when Ruby grows
- no matter how you get to work – a mobility allowance comes on top

- take it to the next level – secure yourself some extra cash through talent scouting, semi-annual special payments and an individual bonus agreement

Where have you been so long?

Daily business? That's not the case with us. Whether you have an eye for detail or want to break new ground with your creative and innovative nature, whether you're tech-savvy or more passionate about numbers - there's a place for you at Ruby. We're always looking for **friendly faces and passionate team players**.

Not perfect CVs, but **great personalities**, who'll help us create hotels and workspaces with **character and soul**. So, whatever makes you tick, join us and start your Ruby story.

Diversity, Equity & Inclusion

We believe that...

...you can love whoever you want to

...you should decide for yourself whether and with which pronouns you would like to be addressed

...you can be proud of your heritage and culture

...you don't have to justify your religion or world view

...you are good, just as you are and make our team and Ruby's diversity unique

We can't deal with: isms

Racism, sexism, heterosexism, antisemitism and all other isms are not tolerated here.

Apply now

Get to know our People & Culture Team

Any questions about our pitch? Then contact us at jobs@ruby-hotels.com or +49 89 125 095 220.

Your Ruby People & Culture Team



If you want to know what to expect, listen to **Jorge's story from our architecture team in Munich**. You can find even more **Ruby Stories** here:

www.lean-luxury.com/stories

Ruby Stories: Jorge, Director Architecture at Corporate Office Munich

