Content & Community Manager

Our Vision

At Racing Unleashed, we are driving the revolution of motorsport towards a global, inclusive experience that excites everyone. With state-of-the-art simulators and unique lifestyle lounges, we create an atmosphere that perfectly combines thrill, technology, and hospitality. Our exclusive network connects motorsport fans, professionals, and the curious, making racing accessible to everyone. Become part of our mission and join us in taking motorsport to the next level.

Role Overview

We are seeking a Content & Community Manager who combines strategic planning, creative copywriting, and hands-on short-form content production. This person will own our content calendar across TikTok, Instagram, and other digital platforms, ensuring content is engaging, timely, and aligned with our brand. Beyond content creation, the role includes building, fostering, and growing our community by driving interaction, engagement, and loyalty.

The role requires close collaboration with our MarCom and Sales team, our Lounges, and external partners to ensure content is coordinated, consistent, and impactful. The Content & Community Manager will also be the go-to person for new markets and the setup and growth of individual Instagram channels in those markets.

Key Responsibilities

- Develop and maintain a content calendar aligned with campaigns, brand priorities, and seasonal opportunities.

- Write engaging copy for social posts, captions, and community interactions.

- Produce short-form videos and behind-the-scenes content for TikTok and Instagram (all other assets provided by our designer).

- Coordinate the production and delivery of content across all social channels, ensuring consistency in tone, timing, and quality.

- Take ownership of content briefings for the designer and external partners, ensuring smooth execution of all planned content.

- Foster relationships with followers, respond to comments and messages, and grow the community.

- Identify trends, experiment with new formats, and optimise content for reach and engagement.

- Collaborate closely with MarCom, Sales, Lounges, and external partners to deliver aligned, high-quality output.

- Act as the go-to person for new markets, including the setup and growth of Instagram channels tailored to these regions.

- Monitor and report on performance metrics, continuously refining the content strategy.

Our Opportunity

At Racing Unleashed, you don't just manage content – you become part of a movement that brings the thrill of professional racing to a global audience. In this role, you will:

- Shape our voice across social media and play a key role in growing an international community of passionate racing fans.

- Work at the crossroads of sports, entertainment, and technology, telling stories that inspire and engage.

- Have creative freedom to experiment with new formats, trends, and ideas that push the boundaries of digital content.

- Collaborate with an ambitious, international team in a fast-growing company with strong expansion plans.

- Enjoy unique experiences in our Racing Lounges and events, where your work comes to life in direct interaction with our community.

Requirements

- 3–5 years of experience in an international content/community role with proven growth results.

- Fluent in German & English; additional languages a plus.

- Skilled in short-form video (TikTok, Instagram), social-first storytelling.

- Strong copywriting and editorial skills in English and German.

- Proactive, reliable, well organised, and deadline-focused.

- Strong sense for timing, engagement, and community activation.

- Experienced with social analytics, cross-functional collaboration, and reporting.

- Passion for our fast-growing industry; industry knowledge is a plus.

Contact

 If you have any questions, please feel free to contact our HR at +41 58 400 71 27 or write an e-mail to HR@racing-unleashed.com. Applications can only be considered if they are received via our online process, please only send questions to the above email address.

Submit application