



**Roarington** is building the world's most immersive digital experience for classic cars, art, and luxury culture. We combine hyperreal driving simulators, digital twins, curated content and exclusive partnerships to create a unique platform for collectors, enthusiasts and premium brands. Our work sits at the intersection of automotive heritage, technology and luxury lifestyle. We grow and move fast, think entrepreneurially and expect ownership.

To strengthen our capabilities, we are looking for a

## Social Media & Content Manager

who lives and breathes social media and high-end content creation – with the taste and creative discipline needed to build a truly premium digital presence in the world of classic cars and luxury culture.

### Location

Vaduz, Liechtenstein (hybrid, up to 25% home office)

### Your Role

You own Roarington's social presence end-to-end – from high-quality content creation and community engagement to editorial planning and continuous refinement. This is a hands-on role (around two-thirds execution, one-third strategic development and tech scouting) in the highest segment of the classic car world, with an uncompromising premium standard.

### Key Responsibilities

- **Channel Ownership:** Manage and grow our social channels across Instagram, Facebook, TikTok and LinkedIn including active community engagement.
- **Content Creation:** Produce high-quality posts, stories, reels and short-form videos – from concept to execution, always aligned with Roarington's visual and editorial standards.
- **Editorial Planning & Trend Scouting:** Track relevant trends in classic cars, luxury lifestyle, collectibles and digital culture, and translate them into consistent Roarington storytelling through a structured content calendar.
- **Distribution & Media House Support:** Work with Hootsuite to schedule and optimize publishing workflows, and coordinate our weekly editorial newsletter as part of Roarington's Media House (HubSpot-based).
- **Insights, Reporting & Collaboration:** Track engagement and content performance, create clear reporting, and continuously refine content together with internal teams, external creators and premium partners such as Mercedes-Benz Heritage and 1000 Miglia.

### Your Profile

- Proven experience in social media management and digital content creation, with a deep passion for high-end classic cars and the luxury ecosystem.
- Hands-on creator mindset combined with structured thinking and the ability to shape direction together with the Marketing & Communications team.
- Curious about new tools and technologies, using them to enhance quality and efficiency – never at the expense of taste.
- Structured, reliable and collaborative personality – you deliver consistently and are confident working with external partners, agencies and demanding corporate stakeholders.
- Fluent in English and German (written and spoken) and comfortable working around key events, including occasional weekends.

### What We Offer

- High-visibility projects with premium clients and real, tangible outcomes.
- A key role with ownership, speed, and room to grow as Roarington scales.
- Direct collaboration with an entrepreneurial team – short decision paths.
- Flexible working model with a hybrid setup.
- Probably the best canteen in the country.

If you want to work close to the product, the clients and the business, and you enjoy responsibility over comfort, Roarington is the right place.

### Roarington AG

Michael Frei  
Pflugstrasse 10  
9490 Vaduz

