



Social Media Lead

---

Confidential Candidate Brief

September 2025



**omaze**

## Omaze: Changing the world, and people's lives

---

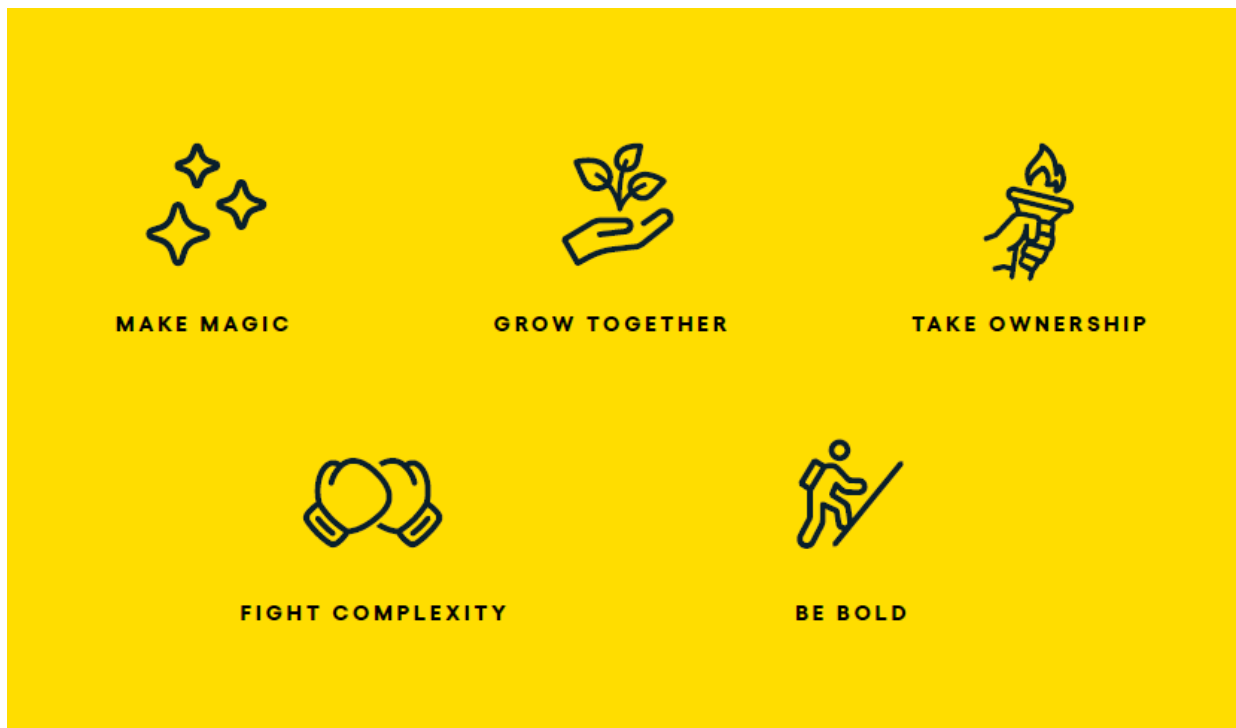
Omaze raises money for charities by offering people the chance to win life-changing prizes. Their mission is to 'excite and inspire by creating opportunities for change around the world.'

Omaze's business model combines entrepreneurial innovation with heart. They are proud to be a for-profit business that can also do good - proving that these two things are not mutually exclusive. Their goal is to be the most impactful organisation for charity in the world while also being a successful and growing commercial organisation. Through their House Draws, they raise funds and awareness for charity partners in record time, while making their lucky winners multi-millionaires. In Germany, Omaze guarantees each charity a minimum of €500k, regardless of how a campaign performs. It's a win: win - for the winners, and the charities and communities they serve.

This is an entertainment company with a social purpose, offering customers the chance to win dream homes and support amazing causes. By making giving fun, Omaze introduces charities to new audiences and frees them up to spend less time fundraising and more time doing vital work in the communities they serve.

Launched in the US in 2012, Omaze expanded to the UK in 2020 and has since reached 65% brand awareness and **raised over €100 million for charity partners**. Omaze's growth is comparable with some of the fastest growing companies in the world in their early stages and it is now one of the top 10 UK advertisers. In addition to working with the British Heart Foundation, Marie Curie, Alzheimer's Research UK, and the RSPCA, they have also partnered with high profile figures including Prince William, David Beckham, and Brian Cox.

This is a company comprised of brilliant, entrepreneurial people unified by Omaze's virtues - see below - which power them to do 'What we do every day to serve our customers'. The culture at Omaze is fast-paced and people who thrive are highly adaptable, data-driven yet comfortable with ambiguity, and oriented to roll up their sleeves and take personal responsibility.



- Make Magic:**
- Generate excitement at every opportunity
  - Harness play to spark creativity
  - Make the customer the hero
- Grow Together:**
- Seek and offer feedback
  - Build bridges
  - Keep raising the bar
- Take Ownership**
- There's a way. Find it
  - Hold ourselves (and each other) to account
  - Do the hard thing (asap)
- Fight Complexity:**
- The simplest solution is (almost always) best
  - Embrace constraints, they fuel ingenuity
  - Defy the bloat
- Be Bold:**
- Contest convention
  - Champion outsiders
  - You are here for a reason

The company's success is driven by highly effective, storytelling driven marketing. Omaze has consistently delivered beautiful creative execution across platforms brought to life with clarity, making the messaging fun, keeping it simple, and addressing customers' concerns head-on. The next chapter in this incredible adventure sees the company's strategic expansion into Germany, aiming to build a localised marketing presence that aligns with Omaze's global brand while adapting to regional cultural nuances. This expansion is a deliberate growth initiative to establish a distinct business unit in Germany with backward links to the global operations, ensuring consistency in brand presentation and optimising marketing effectiveness.

## A career defining opportunity

---

Reporting to the Marketing Director (DE), the Social Media Lead will be the architect and driving force behind Omaze Germany's social media presence, strategy, and execution. This role combines strategic leadership with hands-on creativity, ensuring every piece of content engages, inspires, and delivers measurable impact.

You will own the growth of all social channels, including Instagram, Facebook, TikTok, and emerging platforms — shaping how millions of potential customers experience Omaze online. Your remit will be to build brand awareness, strengthen trust and consideration, and drive audience engagement that translates into commercial performance.

Working at the intersection of brand, creative, and growth marketing, you will lead a talented team of in-house and freelance creators, inspiring them to deliver high-quality, culturally resonant content optimised for each platform. You will ensure social media is fully integrated into the wider customer journey, and that every campaign reflects Omaze's virtues and global brand while resonating with German audiences.

This is a high-impact role in a fast-growing, mission-driven business. You'll have the autonomy to innovate, the backing of a collaborative senior leadership team, and the opportunity to build a social media presence that becomes a core pillar of Omaze Germany's success story.

### Key Responsibilities

#### Strategic Leadership

- Develop and execute a comprehensive social media strategy that aligns with Omaze's brand vision and marketing goals.
- Own the growth of all social media channels, driving increases in brand awareness, trust, consideration, and engagement.
- Ensure full alignment with charity partners, regulatory standards, and brand guidelines.

#### Team Management & Collaboration

- Lead, mentor, and develop the social media team, including the Senior Social Media Manager and their direct reports.
- Collaborate closely with cross-functional teams (Brand, Creative, Growth) to deliver campaigns that resonate with target audiences and meet performance goals.

- Partner with the Marketing team to ensure social media integrates seamlessly into wider campaigns and customer journeys.

### **Campaign Oversight & Content Strategy**

- In partnership with Brand and Creative Leads, oversee the creation and execution of engaging, multi-platform campaigns.
- Ensure all storytelling efforts reflect Omaze's virtues and objectives, balancing organic, boosted, and paid strategies.
- Drive the creation of data-informed content that engages audiences, grows brand awareness, and strengthens loyalty.

### **Performance Analysis**

- Track, analyse, and report on campaign performance, identifying opportunities for optimisation.
- Monitor trends and insights across the digital landscape to ensure Omaze remains innovative and competitive.
- Develop actionable recommendations based on customer feedback and social media interactions.

## Let's talk about you

---

You are an ambitious social media leader with a track record of building strong, engaged communities for high-growth brands. You thrive on combining creative storytelling with data-driven decision making, and you have the vision to set long-term strategy alongside the agility to respond to fast-changing trends.

Additionally, you will have:

- Senior-level expertise in social media strategy leadership and execution.
- Proven experience managing and scaling social channels for a high-growth brand or organisation.
- The leadership skills to inspire, mentor, and grow a high-performing team.
- Exceptional communication and interpersonal skills, with a proven ability to collaborate across teams and influence at all levels.
- A creative yet analytical mindset, comfortable balancing strategic vision with hands-on execution.
- Deep knowledge of social media platforms, trends, and emerging technologies.
- Experience in regulated industries or working with charity partners is a plus.
- Fluent in German and English.

### Location

- Munich based. Omaze operates a hybrid model, and colleagues are expected to be in the office on average 3 days per week
- Must be willing to travel domestically for creative projects as needed, plus regular travel to London HQ



**Fortune Hill**

24-38 Bloomsbury Way,  
London  
WC1A 2SN  
United Kingdom

T: +44 (0)20 3958 5500  
E: [info@fortunehill.com](mailto:info@fortunehill.com)