Manifesta 16 Ruhr Communication and Marketing Coordinator (m/f/d)

Manifesta rethinks the relations between culture and society by investigating and catalysing positive social change in Europe through contemporary culture in dialogue with the social sphere of a specific place. Since 1996, the Manifesta biennial takes place in a different European city every two years. Manifesta 16 will take place in the Ruhr Area in 2026. The Marketing, Communication and Publications team is looking for a Communications and Marketing Coordinator to join the department and to help to conceptualise, develop and implement the Manifesta 16’s communication strategy.

Organisation

Manifesta 16 Ruhr gGmbH, whose shareholders are the Regional Association Ruhr/Regionalverband Ruhr (RVR) and the International Foundation Manifesta, is the organisation that was founded to realise Manifesta 16 Ruhr.

Job description

The Marketing, Communications and Publications team is looking for a Communication and Marketing Coordinator to join the department and to help build Manifesta 16 Ruhr’s communications strategy, the marketing plan and to coordinate a team of communication specialists. As a part of the Manifesta 16 Ruhr Marketing, Communication and Publications team, the Marketing and Communications Coordinator is responsible for the execution of the communication and marketing strategy as defined by the Head of Marketing and Communications. This will cover traditional marketing (outdoor, events, print), digital communication (social media, website), cross-marketing (partnerships, ticket sales) and communications (press relations, internal communication). Working together with the Head of Marketing and Communications, local and international press officers, and other members of the team, the coordinator will be responsible for translating this strategy into measurable goals and objectives for local and international audiences, making sure the targets are met on time, within budget, and in accordance with the standards of Manifesta.

Core tasks and responsibilities

- Co-create, with the Head of Marketing and Communications, a holistic marketing and communications strategy for the Manifesta 16 Ruhr, including digital and traditional marketing, cross-marketing, and internal and external communications (including development and maintenance of the website, communication tools, press, etc.);
- Develop content and conduct the digital communication (website, newsletter, social media) for local and international audiences which strengthens Manifesta’s mission;
- Support the execution of outdoor marketing for Manifesta 16 Ruhr events;
- Work with designers and suppliers to prepare and produce a new visual identity, branding guidelines and digital and printed materials (including ads, brochures, flyers, posters and t-shirts);
- Work with the Head of Marketing and Communications and international and local Press Officers, to strengthen media relations including liaising with journalists and organise press activities;
- Collaborate with the Audience Development Coordinator to execute cross marketing actions which engage a variety of target audiences;

MANIFESTA 16 RUHR gGmbH
Kronprinzenstr. 35
45128 Essen
Germany
Support the Head of Communication with administrative and financial management;

Your qualifications

- B.A. degree in marketing and communication or related fields (social sciences, journalism, etc.)
- At least 5 years of experience in communication and marketing in an international context and including proven commercial experience.
- Experience in communication of largescale cultural events.
- Strong knowledge of local and international marketing channels, analogue and digital.
- Social media management and content creation experience.
- Knowledge of and experience in copywriting.
- Team player, with leadership abilities while able to work with direction from management.
- Ability to work well under pressure and according to deadlines.
- Experienced in preparing, and monitoring budgets.
- Strong interpersonal skills and ability to deal with key stakeholder groups at all levels.
- Fluent in written and spoken English and German.
- Strong technical skills including: Microsoft Office, Dropbox; Wordpress CMS; CRM programmes such as Mailchimp and Salesforce. Experience with design tools such as InDesign and Photoshop.
- Willingness to work irregular hours and ability to travel.
- Awareness and sensitivity to different social and cultural contexts.

Employment conditions

Further job details:
The interview will be held digitally.
Contract start date: 01.10.2024
Duration of contract: Limited to 31.12.2026
Working hours: Full-time (40 hours per week)
Place of employment: Essen
Manifesta 16 Ruhr cannot consider applicants who wish to combine this function with another job or occupation.
The salary is based on EG 11 TV-L, according to qualification and professional experience.

Please send your letter of motivation and CV in English before the 30.06.2024
Manifesta 16 Ruhr Communications Coordinator in the subject line to:
Manifesta 16 Ruhr gGmbH
Management Board
E-mail: m16jobs@manifesta.org

Diversity and inclusion are firmly anchored in our corporate culture. Therefore, we welcome all applications, regardless of gender, age, disability, religion/belief, ethnic origin or sexual identity.

You can find our data protection information here.
Contact:

Specialist information:  
Mrs. Ronny Lao Koren  
E-mail: ronnylaokoren@manifesta.org  
Information on the selection procedure:  
Mr. Thomas Hensolt  
E-Mail: Hensolt@rvruhr