

MANIFESTA

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.

The non-profit *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.

Manifesta is seeking to appoint for a limited period, until 31.12.2026, and starting at the latest on the 1st of July (preferably earlier) at the work location Essen a

Communication and Marketing Coordinator (m/f/d)

Remuneration Group EG 11 TV-L | full-time

The Marketing, Communications and Publications team is looking for a Communication and Marketing Coordinator to join the department and to help build Manifesta 16's Communications strategy, the marketing plan and to coordinate a team of communication specialists. As a part of the Manifesta 16 Marketing and Communication team, the Marketing and Communications Coordinator is responsible for the execution of the communication and marketing strategy as defined by the Head of 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 Communications, local and international press officers, and other members of the communications 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:

- Coordinate and execute, with the Head of Marketing and Communications and Communications Coordinator from the International Foundation Manifesta, 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 manifesta16.org website, communication tools, press, etc.)

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- Develop content and conduct the digital communication (website, newsletter, social media) for local and international audiences which strengthens Manifesta's mission
- Coordinate the relation management, budgeting and execution of the Manifesta 16 outdoor campaign
- Coordinate marketing events and activities in the region and across Germany
- Work with designers and suppliers to prepare and produce all communication materials using the Manifesta 16 Ruhr visual identity, including digital and printed materials (as ads, brochures, flyers, posters and t-shirts)
- Work with the Head of Communications, international and local Press Officers, to strengthen media relations including liaising with journalists and organise press conferences and press trips
- Collaborate with the Audience Development Coordinator to execute cross marketing actions which engage a variety of target audiences
- Support the Head of Communication with administrative, relationship and financial management

Your Qualifications:

- Academic degree comparable to a bachelor's degree level, preferably in the field of Marketing Management, Cultural Management or Communication Science or comparable experience
- At least 5 years of experience in communication and marketing preferably in an international context, including proven commercial experience.
- Experience in communication of largescale cultural events.
- A large local and national network of cultural actors and media and marketing stakeholders, as well as local creatives, photographers and videographers
- 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, as well as working with public administrative and financial processes, such as public procurement
- 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.

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Employment conditions:

- Typology of contract: Fixed-term employment contract (start at latest July 2025 until 31.12.2026)
- Full-time | TV-L EG 11

The application procedure includes a digitally held interview within KW 20/21.

Diversity and inclusion are firmly anchored in Manifesta's corporate culture. Therefore, all applications are welcomed regardless of gender, age, disability, religion/belief, ethnic origin, or sexual identity.

Please submit your application in English **by the 27th of April 2025**. Include detailed application documents (letter of motivation and CV) in a PDF file (max 10MB) and name it as follows:

KP_3434_your surname_Application

Then, send the file to the personnel consultants commissioned by us: KULTUREXPERTEN Dr. Scheytt GmbH at bewerbung@kulturexperten.de

By submitting your application, you consent to our storing and processing of your personal

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data in the Manifesta 16 Ruhr gGmbH and KULTUREXPERTEN. You can revoke this consent at any time. If you have any questions, Annika Meyburg is available at the e-mail address supplied or by telephone at +49 201 822 89 162.