

MANIFESTA 16 RUHR

Vacancy Manifesta 16 Ruhr Marketing and Communication Assistant

What is 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, Communications and Publications team is looking for a Marketing and Communication Assistant to join the department and to help work to build and execute the Communications and Marketing strategy of Manifesta 16 Ruhr.

Job Description

As a part of the Manifesta 16 Marketing and Communication team, the Marketing Communication Assistant is responsible for assisting the Head of Communications and the Marketing & Communication Coordinators with their daily tasks and activities. This role will focus specifically on social media strategy and implementation, copywriting, translations, web editing, digital campaigns, and content creation. The position will oversee all Manifesta 16 Ruhr digital channels, including the website, social media, newsletters, and printed materials.

Core tasks and responsibilities

- Assist in the development and execution of content creation for social media communications targeting both local and international audiences, including reporting on social media analytics.
- Support in coordination of international and national newsletters (database of 35,000 subscribers).
- Manage the Manifesta and Manifesta 16 website, including content creation, the CMS system, website translations, SEO strategy, Google Ads, and Google Analytics.
- Write copy for Manifesta 16 events, press conferences, the public programme and additional activities.
- Produce animations, videos, and other visual content for Manifesta's digital communication channels.
- Support the Coordinators in managing relationships with Manifesta 16 participants, media partners, suppliers, and stakeholders regarding communication outlets.
- Perform other tasks as assigned to support the Marketing, Communications and Publications department.

Candidate's profile

- At least 3 years of experience in communication and marketing in an international context and including proven commercial experience.
- Experience in communication of large-scale, cultural events.
- Strong knowledge of marketing channels, analogue and digital.
- Social media management, community building skills and content creation experience.
- Experience in copywriting, with a sharp attention to detail.
- Ability to work well under pressure and according to deadlines.
- Ability to interact with an international team, as part of a larger structure.
- Native German speaker and fluent in English (both spoken and written).
- Strong technical skills including: Microsoft Office, Dropbox, CMS and CRM systems, Adobe Suite, Photoshop/InDesign/Illustrator.
- Willingness to work irregular hours and ability to travel.

Employment conditions

The Marketing Communication Assistant needs to be based in Essen for the full duration of the contract. Occasional travel may be required.

Starting date: June 2025, until the end of November 2026. This is a full-time position (40 hours per week) which requires occasional work on evenings and weekends.

Grouping: Pay group is EG 9 TV-L.

Manifesta 16 Ruhr cannot consider applicants who wish to combine this function with another job or occupation.

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](#).

Application

Please send your letter of motivation and CV in English by the 27th of April 2025 to m16jobs@manifesta.org, with 'Marketing and Communications Assistant' in the subject line of the email. Interviews will be conducted by Emilia van Lynden, Head of Communications, Marketing and Publications, or a delegate from her department.

Interviews will take place in early May 2025 in Essen or online.