

The Goethe-Institut Brussels* is looking for

A Communications expert (m/f/d) for the EU-funded project

Cultural Relations Platform

Free-lance (several hours per week)

Fixed term contract, from 1st of March 2024 until 31st of October 2025

The Cultural Relations Platform is seeking a Communications Expert, working as a junior non-key expert for the European Commission for coordinating and implementing the communications-related strategy of its diverse activities.

The Cultural Relations Platform is an EU funded Platform, set up with the overall objective to foster increased role for culture in EU's external relations through engagement with cultural operators worldwide for better knowledge and understanding of EU's principles and policies. 3 main purposes guide the activities of the Platform:

- To provide support/technical assistance on cultural policy in external relations and international cultural cooperation via studies, mappings, trainings on cultural policy, working meetings with representatives of local cultural operators, etc.
- To organize yearly training programme for cultural leaders (the location being in Europe) and regional ad-hoc trainings of similar nature (the location being outside Europe)
- To support cooperation among cultural and creative sectors via provision of specialised services (participation in book fairs, performing arts markets/ meetings, networking activities, curatorship for events, trainings, organisation of festivals' side events, etc.)

The main responsibilities are the following:

- Overall responsibility for the communications coordination (internal and external) of the Cultural Relations Platform in close cooperation with the project officers
- Developing publications and information documents that showcase the Platform's activities
- Coordinating dissemination plans and strategies for expanding the audience of the Platform's diverse activities, publications, and open calls
- Develop detailed communications reports for each of the Platform's activities including gathering data and statistics (both on- and offline) and to provide detailed recommendations for future use
- Active development and management of social media (Twitter, Facebook, LinkedIn, Flickr and YouTube) by drafting and publishing regular posts
- Monitor the Platform's website and social media feeds and produce periodical reports (every 6 months) including gathering statistics and data regarding engagement and outreach, while enhancing social media performance
- Develop a deeper understanding and conduct analyses into the Platform's specific audience across its different online platform to assist in developing a stronger communication strategy for the Platform's publications and posts
- Design of institutional documents, reviews and research publications and the production of impactful infographics for printed and online publications
- Contribute to the development of clear and high-quality presentation materials for use at conferences, workshops, web presentations and meetings

- Contribute to planning and organizing the Platform's events: online and offline events' production and follow-up, and any other meeting linked to the project: managing/supervising logistic aspects, working closely with the partners and involved stakeholders
- Draft and edit video scripts as required

Our requirements:

- University degree (or equivalent)
- Proven experience as a Communication officer in EU funded projects as well as /or international levels (including defining and implementation of institutional communication/visibility strategies and social media strategies)
- Relevant professional experience of minimum 3 years in one or more of the following areas: Media and Press, public relations, advocacy, international relations, marketing development, digital communications, multimedia agencies, or another relevant field
- Proven experience in management of digital tools, social media platforms (Twitter, LinkedIn, Facebook, YouTube, Flickr) and web management (WordPress, content management)
- Knowledge of the field of international cultural relations and Knowledge of international partners in the field of culture is key
- Excellent editorial and writing skills in English
- Knowledge of French and/or German are an asset

We offer:

an interesting and varied free-lance contract. Please send us a complete application including a CV and a motivation letter **by 8th January 2024** at the latest to cultural.relations.platform@goethe.de. The requested **starting date** is **1st March 2024**.

For further information about the work for the Platform:
<https://www.cultureinexternalrelations.eu/>

**The final contracting is subject to approval of the contracting authority.*