

## **Head of Communication and Marketing**

### **Manifesta Foundation**

The Manifesta Foundation, operating from Amsterdam, is the initiator and producer of the nomadic biennial called Manifesta, which takes place every two years in a different location in Europe. Its daily tasks include the overall organisation of all stages of development of the Manifesta Biennial editions, as well as diverse series of site-specific activities, defining the actual status of the constantly changing European cultural landscape, by contextualising the geopolitical issues, which determines its dynamics.

### **History of Manifesta**

Manifesta was launched, in the early 1990s, as a response to the political and economic changes brought about by the end of the Cold War and the consequent move towards European integration. It aspired to provide a dynamic platform, which would support a growing network of visual arts professionals throughout the region, contributing to the advancement and enhancement of the dialogue within Europe. Since then, Manifesta's former identification with the East-West dialogue has shifted towards a northern-southern orientation, expanding the borders of the European continent and including the relationship between Europe and its immediate neighbours, including Northern Africa and the Middle East. Its last edition (M11) took place in Zurich and the two next editions will take place in Palermo (M12) in 2018 and Marseille (M13) in 2020.

### **Aims and objectives**

Manifesta tries to define, through all its projects, the actual status of the constantly changing European cultural landscape, by contextualising the geopolitical issues, which determine its dynamics. Through the constant reinvention and questioning of its format and character, Manifesta plays a critical role in the advancement and enhancement of intercultural dialogue within Europe. By initiating both temporary and more sustainable projects and developing on-going workshops for research and experimentation, Manifesta wishes to stimulate and help strengthen the development of a sustainable cultural infrastructure at the locations and venues where the biennial takes place, positioning its Host Cities/Regions on the map of international contemporary art and enriching their profile as creative centres of contemporary culture. By mobilizing the local community, investing in human capital and involving individual artists and artistic communities from diverse backgrounds from all over the continent, Manifesta stimulates an expanding network of international contacts, while providing opportunities and further understanding of contemporary art practices.

## **Job Profile**

The Head of Communication and Marketing will be in charge of the successful all-over development, coordination and implementation of the communication and marketing strategy of both the Manifesta Biennial editions and the Manifesta Foundation in both analogue and digital media. This Head will make sure that the overall communication and marketing objectives are achieved.

### *Communication: tasks and responsibilities*

- To develop the brand Manifesta and ensure consistency across the Manifesta Foundation and the Manifesta Biennial editions;
- To coordinate all communication and marketing activities related to local, national, federal and international media (newspapers, magazine, TV, radio) with the support of the press officers;
- To coordinate the preview and opening days for press and professionals;
- To manage press and media in a potential crisis situation; monitor press and broadcast coverage;
- To develop a consistent digital and social media strategy.

### *Marketing: tasks and responsibilities*

- To maintain liaison with external and internal suppliers, assisting in commissioning and delivery of marketing material; ensure that all printed promotional material is distributed effectively on local, national, federal and international level;
- Communicating all efforts and outlets to a diverse group of audience both analogue and digital and produce assessments;
- To develop a coherent marketing research and implementation program per Manifesta Biennial Host City;
- To develop multiple storylines and communication strategies for different stakeholders and audiences.

### *Management: tasks and responsibilities*

- To prepare overall departmental reports; maintain relevant statistics and information relating to the overall operation of the department; when the case, to supply figures for analysis and publication;
- Responsible for final sub department budget: preparation and monitoring of the Communication budgets of the Manifesta Biennial;
- Facilitate and support sponsoring grant applications related to the Communication, Marketing, Press & PR;

- Facilitate and support a diversified model of marketing and press for the final reporting of each Manifesta Biennial edition;
- Develop a successful operating model for the communication and marketing activities of both the Manifesta Foundation in Amsterdam as well as the Manifesta Biennial editions;
- Recruitment, training and evaluation of Manifesta Biennial Communication staff including Communication Coordinator(s), Assistant(s) etc., together with the Director;
- Team management of Manifesta Biennial Communication Department;
- Overseeing a perfect implementation and execution of all activities for a demanding audience.

### **Essential experience**

- A track record of minimal 5 years experience of developing, implementing and executing a successful marketing and communication strategy, preferably from an international corporate environment.

### **Requirements**

- Fluent English is required; other European languages such as German, Italian and/or French are desirable;
- Team player with leadership skills;
- Ability to manage complex tasks;
- Ability to be available outside office hours;
- Familiarity with the international field of contemporary art and exhibition making;
- Experienced in project planning and working within complex administration systems;
- Excellent written, verbal and IT communication skills (especially Excel);
- Have a familiarity with management criteria; such as pace, feasibility, efficiency, flexibility and goal orientation;
- Should have the ability to communicate clearly and effectively, at all levels taking into account cultural and language difficulties;
- Key experience in monitoring large budgets and negotiating contracts;
- Financial capacities in translating budgets for artistic projects;
- A strong ability to assess priorities and meet deadlines;
- Humor and strong communicational skills are highly appreciated;
- Familiarity with the organization of international cultural projects;
- Ability to manage an international staff on different locations;
- Ability to create an appropriate operational structure for the curatorial team.

**Details:**

- Full-time position (60-80k gross annually);
- Working location: Amsterdam – Manifesta Host region (Palermo, Marseille).