



European Choral Association – Europa Cantat Weberstr. 59A – DE 53113 Bonn

Job Offer Communication and Marketing Manager

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We are looking for a Communication and Marketing Manager

Who are we?

The European Choral Association - Europa Cantat is a network of organisations, choirs and individuals in the field of collective singing in Europe. Through our membership, we directly represent more than 2,5 million singers, conductors, composers and managers in over 40 European countries, and reach out to more than 37 million people in continental Europe active in the field of collective singing. We offer networking opportunities and offer activities for singers, conductors, composers or managers in cooperation with organisations across Europe (including major international festivals), cooperating with other cultural sectors and networks and fostering research relevant to our field. The office has five team members.

More on www.EuropeanChoralAssociation.org

Why are we recruiting?

We are currently funded through membership fees, some income from our activities, as well as public funding from Germany and from the European Union, as one of the networks funded by the Creative Europe programme of the EU and through project funding. We are currently receiving the funding for the 4-year project "Upgrade – Connect – Reach Out: Raising Awareness for Collective Singing in Europe" running until August 2021.

One of the aims of this project is to strengthen our network and reach out more to people who are not part of our network or not singing, yet. To reach this aim we have been developing a new website and other new communication tools and have intensified our Social Media activities.

One of the next steps will be to work out, in cooperation with our Board, a communication strategy that is in line with the strategic aims of the association for the coming years and includes a strategy on how to communicate with and for our current members / networks as well as a membership recruitment strategy. At the end of our network funding project we are aiming to run a campaign on the benefits of collective singing on the individual and society. This campaign should help us reach out to the media as well as to organisations and people not connected to us, yet, and to offer advocacy tools to all those who want to promote collective singing activities and projects.

We are therefore looking for an
Communication and Marketing Manager for our office in Bonn, Germany,
starting September 1st 2019

Deadline for application: 27/6/2019

Job-Interviews 3-4/7/2019

Decision taken by 8/7/2019



**STADT.
CITY.
VILLE.
BONN.**

European Choral Association – Europa Cantat is supported by the Creative Europe programme of the European Union, the German Ministry of Youth and the city of Bonn.
We are a member of the International Federation for Choral Music (IFCM), the European/International Music Council (EMC-IMC), Culture Action Europe, Musica International and the Choral Festival Network.

The Communication and Marketing Manager will have the following tasks

Taking care of the digital communication of the association:

- Maintaining and developing further our website
- Designing a Social Media strategy for Facebook and other Social Media
- Advertising for activities of ECA-EC including Facebook adverts
- Preparing the monthly newsletters
- Maintaining the mailing lists

Taking care of the audio-visual communication material

- *YouTube* channel of ECA-EC
- Web-streaming and video documentation
- Support to the Youth Committee for the European Choir Video Award

Coordinating the preparation, production and dissemination of the printed communication of the association:

- The Annual report produced in spring each year
- The programme of activities produced in summer each year
- The conference programme and documentation

Cooperating with the professional lay-outer, collecting texts, statistics and graphic material, making proposals for the contents, communicating with others who have to submit information, etc.

Preparing and interpreting the results of evaluation surveys

Communicating with the membership in cooperation with the office manager

Selling adverts (on Website, in newsletter or in printed documents)

Designing a communication Strategy in cooperation with the team and the board

Supporting the Secretary General and the other team members with other tasks (preparing General Assemblies and meetings, helping with specific smaller tasks to be defined).

Skills required

University degree (ideally in communication)

Language skills: Excellent level of English is mandatory since most of the communication is done in English, good level of German and/or French is an asset.

Experience in communication and/or marketing work

Communication skills: Ability to talk to people live and on the phone in different languages and to talk in front of bigger audiences (at least in English)

Intercultural skills: Preferably at least 6 months or 1 year spent abroad, openness to different cultures and working methods

Team skills: Ability to work in a small and close team, and in small premises

Computer skills: Very good computer skills, good proficiency with MS Office software

Knowledge of different software used in communication (photo editing, video editing, lay-outing with Adobe Suite, website design with WordPress)

Willingness to learn to work with new programmes, further technical skills an asset

Cultural background: Interest in culture and/or education, experience in the field of collective singing / choral music is an asset

Conditions

100% position, 39 hours/week, Contract according to the German TVÖD system at TVÖD9a, level 1 (represents a brut salary of around 2.952,16 €)

EU citizenship or work permit in Germany required

Probation period: 3 months

Location: in the city of Bonn, Germany, central location, parking available

Travel expenses to the job interview will not be reimbursed.

Applications

To be sent in English

By 27/06/2019, by E-mail to info@EuropeanChoralAssociation.org

Sending:

Motivation letter / CV / Attachments that may help assess the skills and experience of the candidate