

## **Communications, Marketing & Press Manager**

**(90% – permanent position)**

**Reports to:** Artistic & Executive Director (Kathryn Bradney)

**Manages:** China Associate, Communications & Press Assistant, Social Media team, Press Relations Assistant, Photographers, Bloggers.

### **Summary of position:**

In charge of all the Communications: strategic implementation (in collaboration with Artistic & Executive Director), graphic design (print and digital), realization of printed items (program books, posters, flyers), digital communications (website, social media, emailing via newsletters, video content), brand control, media partnerships and press relations.

### **Major responsibilities:**

- Financial: responsible for the budget of Communications/Marketing
- Hiring: Communications & Press Assistant, Social Media Associate, Press Relations Assistant, Photographers, Bloggers.
- Strategic: Creation of the global Communications strategic plan to increase brand notoriety / Creation of the editorial line, contents and mediaplanning / Development of the digital communications strategy along the year / Creation of media and cultural partnerships
- Marketing: Managing the brand / Sell programme adverts / Define sponsors benefits related to social media, adverts, branding and visibility for the contracts.
- Operational: Social Media management and content creation / Webmastering and management of the archives / Realization of the printed and digital items, merchandising and management of an e-shop
- Event Planning: Coordination and/or organization of photo exhibitions, PR events and press conference / Follow-up and coordination with the livestreaming teams
- Photos: Creation of photographic artistic collaborations / Taking care of the database of pictures and of the contracts for the photographers / Provision of photos to the public and the press
- Video: Hiring video directors for the multimedia needs of the event, follow-up of video projects

### **Profile:**



- Degree in Communications, Marketing or equivalent
- 5 years at a similar position in the Cultural sector
- Perfect use of French and English
- Editorial abilities (how to write and produce a printed item) and excellent written skills
- Planning / scheduling / organizational abilities
- Efficiency / Initiative / Meticulous / Team spirit
- Good knowledge of Wordpress, Adobe software (Photoshop and InDesign in particular) and video editing softwares
- Facilities in communicating (with colleagues, partners, journalists, graphic designer, IT developer, etc.)
- Creative spirit a plus
- Interest if it is not passion for dance sector (or performing arts in general)

**Availability: 1 April 2023 or to be discussed**

Please send your application (covering letter, CV, diplomas etc.) by email at:  
[press@prixdelausanne.org](mailto:press@prixdelausanne.org)

Contact: Marielle Jacquier (079 452 21 51)

**Application deadline: 22 March 2023**