

## Job Vacancy

### COMMUNICATIONS & MARKETING MANAGER, CENTRE FOR NARRATIVE PRACTICE

The Centre for Narrative Practice was built as an institution by Manifesta 14 Prishtina which took place in Kosovo in the summer and autumn of 2022. The mission of Manifesta 14 Prishtina was always to build a permanent institution for and with the citizen of Prishtina. The Centre will serve the arts community, students and cultural operators as a space of artistic innovation, co-production, learning and network building from the Spring of 2023 until the Autumn of 2026 in Prishtina, Kosovo and will be governed by the Board of Manifesta 14 Prishtina. The selected team members will have a 6-month probation period, with the possibility of an extension of 3.5 years until the end of 2026.

The Centre for Narrative Practice (CNP) aims to build competence by providing the resources and tools to learn, explore, share and transfer skills in the field of creative industries. The Centre for Narrative Practice consciously and pro-actively challenges the assumption that artistic thinking and practices are the domain of the privileged few and would like to broaden this scope and create a wide accessibility for all audiences. CNP seeks to strengthen the arts, cultural and public sector by providing much needed spaces, facilities, tools, equipment and skills to all.

The Centre for Narrative Practice is looking for a motivated and experienced Communications and Programming Manager from Kosovo to be part of the CNP's management team. The Communications and Programming Manager is responsible for creating the strategy and executing the communication and marketing strategy of the Centre for Narrative Practice whilst together with the other members of the management team will co-conceptualise and co-produce the programme for the CNP. As part of the management team of CNP, the Communications and Programming Manager will oversee all of the activities and collectively report on its programme. The tasks concerning communications will cover traditional marketing (outdoor, events, print), digital communication (social media, website), cross-marketing (partnerships,) and communications (press relations, internal communication).

#### PERIOD AND STATUS

Starting date	1 January 2023
Full time position	Including occasional evenings and weekends
Working location	Prishtina, Kosovo
Probation period	6 months

#### Primary Responsibilities

The Communications and Programming Manager's core responsibility are split up into two sections, the first people Communications and the other being working on the programming with the other members of the Management Team. In terms of Communication tasks are to create the Communications and Marketing Strategy for the Centre for Narrative Practice with the aim to present the mission and vision of the Centre to communities in Prishtina and across Kosovo, draw broad and varied audiences and create collaborations with an array of aligned cultural partners. The Communications and Programming Manager will also be responsible for implementing the strategy and working across all communication channels that CNP has. Being part of the Management Team of the CNP, the Communication and Programming Manager will work together with their colleagues to create a relevant, innovative and exciting programme for the Centre, focusing on, among others,

capacity building. In addition, the Communication Manager will be responsible for translating the Centre's overall strategy into measurable goals and objectives for local and international audiences, making sure the targets are met on time, within budget, and in accordance with the standards of the Centre.

## CORE TASKS AND RESPONSIBILITIES

### Communications

- Create a holistic Marketing and Communication strategy for the Centre for Narrative Practice, including digital and traditional marketing, cross-marketing, and internal and external communications (including development and maintenance of the Centre's website, communication tools, press, etc.)
- Develop content and conduct the social media communication for local and international audiences which strengthens the Centre's mission.
- Work with designers to prepare and produce (printed) materials.
- Create and implement a press strategy to strengthen media relations including liaising with journalists
- Work together with the Education team to create campaigns promoting education activities.
- Develop internal and external newsletters (dissemination of events, news, including creating Open Calls for projects etc.).
- Develop Open Calls for developing the team of the Centre and disseminating these calls to a broad and varied audience.
- Manage the budget of the Communication and Marketing department

### Programming

- Co-create, as part of the Management Team, the programme for the Centre through collaborating with a various of local and regional institutions, festivals, collectives and platforms.
- Co-create a capacity building programme for artists and students who wish to further build their professional abilities within the arts.
- Co-create an audience development strategy to involve different Kosovar communities within the programme of the CNP.
- Other tasks as assigned to support the other members of the Management Team

## REQUIRED SKILLS AND EXPERIENCE

### Communications

- At least 5 years of experience in communication and marketing in an international context and including proven commercial experience.
- Experience in communication of largescale cultural events.
- Strong knowledge of local and international marketing channels, analogue and digital.
- Social media management and content creation experience.
- Knowledge of and experience in copywriting.
- Ability to work well under pressure and according to deadlines.
  
- Ability to interact with an international team, as part of a larger structure.
- Strong interpersonal skills and ability to deal with key stakeholder groups at all levels.

- Fluent in written and spoken Albanian and English, additional European languages are a plus.
- Strong technical skills including:
  - Microsoft Office, Dropbox;
  - Wordpress CMS;
  - Social Media platforms
- Experience with design tools such as InDesign and Photoshop, video editing a plus.
- Willingness to work hours outside regular scheme and ability to travel.
- Sharp attention to detail.

#### Programming

- At least 5 years of experience in working within the cultural sector in Kosovo.
- Experience in creating the programme and executing the programme of largescale cultural events.
- Strong knowledge of the capacities needed for artists to be able to excel.
- Strong knowledge of the cultural scene of Kosovo and its stakeholders.
- Awareness of the programmes of cultural actors in the region.
- Awareness and sensitivity to different social and cultural contexts.
- Team player, with leadership abilities while able to work with direction from management.
- Experienced in preparing, and monitoring budgets.

#### REMUNERATION

Salary depending on experience.

#### HOW TO APPLY?

Please send your job application and CV, both in English, with the reference Communication and Programming Manager Centre for Narrative Practice to [m14jobs@manifesta.org](mailto:m14jobs@manifesta.org) by the 15<sup>th</sup> of December, 2022.

Successful candidates will be invited to an interview.