



OPEN CALL FOR TENDER SOCIAL MEDIA MANAGEMENT (FREELANCE)

The Goethe-Institut is looking for a dedicated and experienced service provider to support the editorial team of JÁDU, the multilingual (German-Czech-Slovak-Ukrainian) online magazine of the Goethe-Institut, to optimize its online presence as part of its participation in the project „Perspectives 2“.

Due to the duration of the project, the envisioned support would be required from December 2024 to November 2025 (12 months).

The Goethe-Institut e.V. is the globally active cultural institute of the Federal Republic of Germany. We promote knowledge of the German language abroad and foster international cultural cooperation. Perspectives 2 is a specially funded project (EU funds) which aims to further develop a label for independent, constructive, multi-perspective journalism for young adults. Perspectives 2 is implemented by an editorial network from Central Eastern Europe under the leadership of the Goethe-Institut and with the participation of the online magazine Jádu. Perspectives promotes the work of young and aspiring journalists through a junior reporter program, among other things. Accompanying events make journalism and opinion making tangible in an innovative way in physical space.

Goethe-Institut e.V.
Zweigstelle Tschechische Republik
Masarykovo nábřeží 32
CZ - 110 00 Praha 1
IČO: 43000894
DIČ: CZ683868819
www.goethe.de/prag

Specification of services required:

In close cooperation with the editorial team of JÁDU, the service provider we are looking for will be tasked with the following:

- Structural optimisation and professionalisation of JÁDU's online presence on all its social media channels;
- Day-to-day maintenance of all of JÁDU's social media handles;
- Take the lead in continuous social media ad campaigns around JÁDU-content, published also under the PERSPECTIVES label with a view to boosting online reach and ensuring audience engagement;
- Monitoring and evaluation of social media reach and impact;
- Internal knowledge sharing to ensure sustainable process optimisation;
- Weekly (online) meetings with the Perspectives 2 editorial team.

Requirements:

- Experience in social media strategy development;
- Experience in social media management in the context of young journalism and media marketing;
- Experience in working with multi-language content;
- High communicative competence and service orientation;
- Ability to work in accordance with agreed deadlines.

www.goethe.de

**GOETHE
INSTITUT**

Sprache. Kultur. Deutschland.



Application Process:

- Please send your offer in digital form in English as a PDF file to perspectives@goethe.de.
- Your offer should include:
 - A detailed overview and description of services to be provided and related costs (per month);
 - A sample of 3 JÁDU-related content pieces on different social media;
 - Information about you as a service provider (expertise, past assignments, etc.), ideally in the form of a comprehensive portfolio;
 - At least 3 references.
- The deadline for this open call for tender is **15 November 2024**. Please note that offers received after the deadline will not be considered.
- If you are shortlisted – based on your offer and the quality of your submitted portfolio – we will arrange for a meeting/call to see if our expectations and vision align.

Should you have any questions concerning the application process, please get in touch with us via the email contact above.

Data Protection:

The Goethe-Institut collects, processes and uses personal data of the applicant's personal data both for the purpose of filling the position and within the within the framework of the legal permissions and any declaration of consent granted to the Goethe-Institut under data protection law. Further details can be found in the separate data protection declaration, to which we hereby expressly refer. You can find this at: www.goethe.de/ins/cz/de/dat.htm.

www.goethe.de

**GOETHE
INSTITUT**

Sprache. Kultur. Deutschland.