



## **JOB ANNOUNCEMENT COMMUNICATION & OUTREACH COORDINATOR**

**in EU-funded project**

at the Goethe-Institut Georgien in Tbilisi,  
**Fulltime position (40h/week)**

The Goethe-Institut Georgien, the cultural institute of the Federal Republic of Germany, is seeking a **Communication and Outreach Coordinator from 01.04.2025 until 31.01.2029** within a new EU funded project on culture and creative sectors.

The new project is a pivotal initiative developed to strengthen the Cultural and Creative Sectors (CCS) across Eastern Partnership (EaP) countries, aiming to transform culture into a key driver of economic growth, social development, gender equality, and resilience. By focusing on sustainable creative ecosystems in non-capital cities, the project supports the European Union's commitment to fostering robust international cultural relations while promoting culture-led economic and social development.

### **Main task and responsibilities include:**

- to design and implement a comprehensive communication and outreach strategy focused on disseminating the projects' key messages, objectives, and activities, in close coordination with the Project Lead and the Project Coordinators in the Region; ensuring that EU Communication & Visibility and Goethe-Institut's guidelines are fully respected, and coordination with the European Commission's internal communication services (Digi Tool)
- to establish benchmarks with clear metrics to measure communication reach of the project;
- to establish and oversee the policies, programmes, and cross-platform communications including campaigns, visibility support, media relations, public relations, digital communication, multimedia production;
- to develop, publish, disseminate and monitor news releases, articles, case studies, webpage, social media, newsletters, report summaries, videos, and other communication materials in close coordination with the Project Lead;
- to manage communication campaigns, and events on time and on budget
- Partake in meetings and activities of communication team of South Caucasus
- Contribution to the Goethe-Institut Georgien's overall communication and public outreach
- to co-ordinate response to communication-related risks and critical incidents in an immediate, reflected, sensitive, and de-escalatory manner, to ensure communication and project staff's sensitivity to risk management
- Archiving and knowledge-management within the team
- Other relevant tasks

### **Skills, experiences, and qualifications for the position:**

- University degree (Bachelor) in communication, journalism or equivalent;
- At least three years' experience of related and progressively more responsible or expansive work experience in public relations in non-profit or public sectors focusing on culture, education, media
- English and Georgian to C1 level. Good German skills will be an asset;

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- Excellent computer skills, especially a very good command of MS Office and Social Media tools ;
- Ability to work independently and excellent attention to detail and accuracy;
- Strong organization and time management skills, ability to multi-task, prioritize tasks effectively and respect deadlines;
- Experience in communication with public administrations such as ministries, city councils, EU Commission and/or EU Delegations as well as press offices, journalist etc.
- Knowledge of the cultural sector in Eastern Partnership countries and Europe
- Knowledge of and experiences with the EU's communication and visibility guidelines will be an asset
- availability to work under stress, with temporarily high workload, and under minimal supervision;
- Mobility and flexibility, e.g. readiness to work on weekends and/or for work-related traveling if and where necessary.

Candidates wishing to apply should send their application in English by email putting "Application Communication and Outreach Coordinator (EU project)" in the subject line to [bewerbungen-georgien@goethe.de](mailto:bewerbungen-georgien@goethe.de)

The application should include:

- Motivation letter
- CV
- Relevant degrees and work certificates/recommendation letters

**Please send all in ONE PDF** and enclose your contact information (incl. a phone number) and a professional reference.

**Deadline for applications is 26.11.2024.**

Please note that only shortlisted candidates will be invited for a personal interview.

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