



Thyssen-Bornemisza
Art Contemporary
Privatstiftung
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TBA21 starts its collaboration with the Centro de Creación Contemporánea de Andalucía C3A, Cordoba, Spain.

We are currently looking for a **PR & Marketing Manager** to implement the PR strategy across platforms and channels with a focus on our project in Córdoba.

The PR and Marketing Manager works closely with the Communications and Curatorial team, with PR agencies, and the overall project management to promote our vision and our project in Cordoba,

The essential role is to develop and maintain formats and relationships to positively shape press and social media coverage of our activities and manage and lead all marketing and public relations efforts with great oversight and impact.

Key Accountabilities:

- Preparing PR materials in English and Spanish with editorial knowhow and insight knowledge in coordination with PR agencies.
- Delivery plans for all press functions, handling journalists and media requests.
- Ensuring that all necessary systems and processes are in place to support an effective PR function and that data is well captured and used in line with legislation.
- Ongoing coordinated implementation and delivery of our PR and communications strategy in support of aligned communications across centers and platforms.
- Planning and managing marketing activities.
- Developing and maintaining relationships to marketing partners (tourism boards, travel agencies, municipality, local businesses, ...).

Requirements:

- Experience of working in the arts sector.
- Ideally has worked in an audience-focused arts organization but at the very least can demonstrate a natural capacity and ability to work in this way.
- Editorial background and/or a strong affinity to shaping ideas in specific language and tonality is of advantage
- Technical knowledge of strategic communications Comfortable working in a fast-paced and high-performing organization, combining problem-solving with collaborative interpersonal skills.
- Significant and excellent track record in the disciplines of public relations.
- Understands the systems and processes required to support effective PR and can articulate how these would be maintained/developed.
- Ability to organize work effectively and prioritize tasks under pressure.

Our Offer:

- Join our dynamic foundation in an international art environment.
- Collaborate in an ambitious project with the perspective of professional development.
- You are a crucial member of a dynamic and motivated team that enjoys working hard, getting a lot done, always striving to achieve the best results, and having fun.
- You influence and participate in top-priority projects that have a real impact.
- Opportunity to grow and develop your skills within the growth of our organization.

Please send your English application with your salary expectation and possible starting date to christiane.wicke@tba21.org (Human Resources Manager) latest till 23/01/2022. Just applications which were sent directly and within the timeframe will be taken into consideration. Please include in your application a motivation letter and some project/activity you started, executed, and successfully finished or implemented.

Madrid 04/01/2022