



Public Relations Officer (M/F/D)

at the Goethe-Institut Tokyo
Full-time position (100%), fixed-term

The Goethe-Institut is the cultural institute of the Federal Republic of Germany, active worldwide. We promote knowledge of the German language, foster international cultural cooperation, and provide information about cultural, social, and political life in Germany.

We are looking for a communicative, creative personality with strong digital media skills, high initiative, and organizational talent, starting **January 15, 2026, or later**.

You have a good sense of digital trends, work carefully and in a structured manner, and enjoy creating content for both analog and digital channels. The public relations work of the Goethe-Institut Tokyo aims to sustainably strengthen the visibility and relevance of the institute in Japan and beyond. This includes:

- Positioning the Goethe-Institut as a leading platform for Japanese-German cultural and language dialogue.
- Promoting brand identity through consistent, target-group-oriented communication across all channels.
- Expanding digital reach and interaction via social media and online offerings.
- Strengthening media partnerships and maintaining press and network relations.
- Providing up-to-date information on projects, events, and socially relevant topics.

Your responsibilities:

- Develop and manage the public presence of the Goethe-Institut (analog/digital) in close cooperation with the Institute's Director.
- Design and maintain the Goethe-Institut Tokyo's website and social media presence, producing creative multimedia content.
- Write press releases, organize press conferences, and actively build media contacts in Japan.
- Serve as the main contact for CMS entries, training for other departments, and quality assurance.
- Plan topics together with specialist departments, PR/public relations, and the online editorial team at the Goethe-Institut headquarters in Munich as well as the Central and East Asia region.
- Oversee resource planning and management as well as reporting in the field of public relations.

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Your profile:

- Completed degree in communication, media, PR, or equivalent qualification.
- Professional experience in public relations, social media management, and content creation (analog/digital).
- Ability to develop and implement a consistent and appealing appearance across all communication channels (within Goethe-Institut CI).
- Talent for presenting complex content in an understandable and attractive way for different target groups.
- Technical understanding of digital applications; knowledge of CMS, graphic programs (e.g., Adobe Creative Suite, Canva), and video editing desirable.
- Ability to monitor and analyze reach and interactions for strategic evaluation.
- Creativity, organizational talent, and a sense for target groups and trends.
- Systematic working style, high willingness to learn, and team spirit.
- Native-level Japanese, excellent German skills (at least C1), and English proficiency.

We offer:

- A varied and responsible role in an international environment
- Collaboration in a committed and collegial team
- Opportunity to shape the external image of the Goethe-Institut in Tokyo
- Training opportunities within the Goethe-Institut
- Attractive, locally competitive remuneration

Application deadline:

Please send your application (CV, motivation letter, certificates) **by December 20, 2025** to:

bewerbung-tokyo@goethe.de

Contact person:

Melanie Bono, Head of Institute

Tel.: +81-3-3584-3260

www.goethe.de/tokyo

Notes:

- The contract is limited to two years.
- Regular working hours are 39 hours per week.
- If necessary, support will be provided for extending your work permit and, if applicable, your visa.

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