



JOB OPENING

Marketing & Communications Manager (Part-Time) German Film Office (GFO) & Goethe-Institut New York

Location: New York, NY
Start Date: August 1, 2026
Application Deadline: June 14, 2026
Hours: Part-time (30 hours/week)
Contract: Fixed term through July 31, 2027

Goethe-Institut e.V.
30 Irving Place
New York, NY 10003
United States of America

The German Film Office (GFO) and Goethe-Institut New York are seeking a highly creative, organized, and motivated communications professional to join our team in New York.

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Fax: +1 212 439 8705
info-newyork@goethe.de
www.goethe.de/newyork

This position combines editorial, digital communications, social media management, and audience engagement responsibilities. The successful candidate will help strengthen and expand our digital presence while supporting communications and marketing efforts for film and cultural programming.

RESPONSIBILITIES

Social Media & Digital Communications

- Develop and implement targeted, platform-specific social media strategies for two independent accounts
- Create and curate engaging content including text, photos, graphics, reels, stories, and event promotions, ensuring brand consistency across platforms
- Manage and coordinate social media calendars independently
- Plan and execute social media campaigns, including paid ads and boosted posts
- Track and analyze social media performance metrics and make strategic adjustments
- Contribute to regional communications initiatives

Editorial, Newsletter & Website Management (GFO)

- Research and compile content for monthly newsletter, including in-house programming, partner events, film news, and industry updates
- Create and distribute newsletters
- Write event announcements for website and support website maintenance
- Create and manage Eventbrite listings for film programs and events

Marketing & Communications Support

- Participate in editorial planning and communications meetings

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INSTITUT**

Sprache. Kultur. Deutschland.

- Compile and develop marketing materials for regional dissemination of online film series
- Oversee production of print materials
- Coordinate with partner organizations, publicists, and external service providers including graphic designers and printers
- Liaise with Goethe-Institut headquarters and regional branches

REQUIREMENTS

- College degree and/or prior experience in communications, public relations, social media, or related fields
- Proven experience with digital communications and social media strategy
- Proficiency with platforms and tools including Instagram, Facebook, Letterboxd, YouTube, Mailchimp, Eventbrite, Hootsuite, Meta Business Suite, Canva, CMS systems, and basic HTML
- Excellent writing, editing, and proofreading skills
- Strong visual storytelling skills including photo and reel editing
- Familiarity with film, arts, education, and media landscapes in the U.S. and Germany
- Native-level fluency in English and willingness to acquire basic German knowledge
- Strong organizational, interpersonal, and collaborative skills with the ability to work independently and manage multiple projects and deadlines simultaneously
- Valid U.S. work authorization required; visa sponsorship is not available

WHAT WE OFFER

- A dynamic, international work environment
- Option to work remotely (currently two days per week for a full-time position)
- Competitive benefits package including PTO, health insurance, and 401(k)
- Professional development opportunities including German language courses
- Salary: approximately \$50,000 annually
- The Goethe-Institut is an Equal Employment Opportunity employer committed to diversity and gender equality. We especially encourage applications from individuals from historically underrepresented communities, including LGBTQI+ and BIPOC applicants.

HOW TO APPLY

Please submit the following materials in a single PDF attachment (max. 10MB):

- Cover letter
- Resume/CV
- Relevant writing samples in English and German
- Two professional references

Applications should be sent via email to: jobs-newyork@goethe.de

Only shortlisted candidates will be contacted.