



JOB POSTING

PR MANAGER AND PRODUCTION ASSISTANT

at the Goethe-Institute Czech Republic

Freelance collaboration · approximately 20 hours per week

December 2026 to June 2027

The Goethe-Institute Czech Republic is seeking a PR Manager and a Production Assistant for the Czech German Cultural Spring 2027. You will coordinate the project's communications and support the project manager in preparing, delivering and following up cultural events across the Czech Republic.

The Goethe-Institute is the cultural institute of the Federal Republic of Germany, active worldwide. We promote knowledge of the German language abroad and support international cultural cooperation.

Your responsibilities

- Plan and coordinate press and public relations activities in close cooperation with the project manager and project partners.
- Develop, implement and update a media plan covering target audiences, media channels, publication schedules and measures for evaluating reach and impact.
- Prepare and maintain press releases, programme information and other communication materials for print and online media; liaise with journalists and media partners.
- Brief the graphic design studio, provide copy and assets, coordinate feedback and approvals, and monitor deadlines for final print and digital artwork.
- Issue clear instructions for distributing printed materials, specifying quantities, destinations and deadlines, and coordinate delivery with distributors and partner venues.
- Coordinate social media activities and contribute to content creation and the project's editorial calendar.
- Assist with the planning, production and delivery of cultural events in different regions of the Czech Republic, including schedules, logistics and coordination on site.
- Liaise with project partners, artists, cultural institutions and service providers; track agreed tasks and deadlines.
- Maintain project documentation, media and distribution lists, and event calendars; contribute to reports, evaluations and presentations, and provide organisational support to the team.

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www.goethe.de/prag

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Your profile

You combine practical project management experience with strong communication and organisational skills and an interest in Czech German cultural cooperation.

Ideally, you provide:

- Proven experience in managing projects and coordinating partners, suppliers, schedules and deliverables.
- Practical experience in PR, communications, marketing or cultural management, including the ability to develop and implement a media plan.
- Experience briefing and coordinating a graphic design studio and organising the distribution of printed communication materials.
- A university degree or comparable qualification, preferably in cultural management, communications, media, humanities or social sciences.
- Very good written and spoken Czech and English; knowledge of German is an advantage.
- Confident use of digital communication channels and social media, with the ability to write and edit clear, engaging content.
- A structured, independent and reliable approach, strong interpersonal skills, flexibility and the ability to work in a team and meet deadlines.
- Experience in cultural event organisation and production is an advantage.

What we offer

- Participation in an international cultural project with partners from the Czech Republic and Germany.
- Varied responsibilities combining communications and cultural event production.
- Collaboration with an engaged international team and a network of cultural institutions.
- Flexible working arrangements within a freelance collaboration of 20 hours per week, from 1 Dezember to 30 June 2027.

How to apply

Please email your complete application in English, including your CV and a price offer as a PDF to: zuzana.smetackova@goethe.de.

Application deadline: 15 November 2026.

In your motivation letter, please briefly describe your relevant project management and PR experience, including media planning, coordination with graphic designers and print distribution.

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We value diversity and welcome applications regardless of gender, nationality, ethnic or social origin, religion, disability, age, sexual orientation or identity.

Data protection

The Goethe-Institute collects, processes and uses applicants' personal data for the purpose of filling this position in accordance with applicable data protection provisions. Further information is available at:

<https://www.goethe.de/ins/cz/de/dat.html>.

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