



STAVROS
NIARCHOS
FOUNDATION
CULTURAL
CENTER

KENTRO
ΠΟΛΙΤΙΣΜΟΥ
ΙΔΡΥΜΑ
ΣΤΑΥΡΟΣ
ΝΙΑΡΧΟΣ

Marketing & Communication Manager (Events)

Designed by the architectural firm Renzo Piano Building Workshop, the Stavros Niarchos Foundation Cultural Center (SNFCC) is a sustainable, world-class cultural, educational and recreational urban complex that includes the new building facilities of the National Library of Greece and the Greek National Opera, alongside with the Stavros Niarchos Park. It was constructed through a grant from the Stavros Niarchos Foundation and was transferred to the Greek State in February 2017.

SNFCC Single Member S.A. is a public benefit organization, responsible for the maintenance, operation, and management of the Stavros Niarchos Foundation Cultural Center and the Stavros Niarchos Park, while at the same time, developing its own cultural, educational and sports programming, open to all and free of charge, thanks to an exclusive grant from the Stavros Niarchos Foundation.

SNFCC Single Member S.A. is an employer that provides equal opportunities, through prohibiting discrimination against employees or candidate employees regarding their race, skin color, religion, nationality, ethnic origin, gender, age, disability, marital status, sexual orientation or any other category protected by the law. SNFCC Single Member S.A. ensures that all candidates will be treated equally with accordance to their qualifications and the conditions laid down by the law.

The **Marketing & Communication Department** is responsible for all aspects of the image, promotion and communication of the Stavros Niarchos Foundation Cultural Center, both on- and off-premises, in Greece and internationally.

The SNFCC is looking for a **Marketing & Communication Manager**, reporting to the Marketing & Communication Director. **The ideal candidate** will design the strategy and coordinate the implementation of campaigns for the promotion of SNFCC events. He/She will be the main communication hub with teams within the organization or contractors in designing and implementing creative and innovative marketing and communication campaigns for SNFCC event programming.

Key Duties and Responsibilities

Brand Messaging

- Responsible for setting the main selling points and common goals in collaboration with the Programming Department and subsequently for briefing the copywriters and designers involved.
- Ensures that all promotional materials meet the organization's brand guidelines and communicate its core values.
- Ensures that promotion/communication activities by third parties (agents, promoters) follow the required guidelines.

Campaign Design

- Responsible for selecting appropriate promotion media and for briefing the media shop involved.
- Collaborates with the Visitors Experience and Programming & Production Departments in designing presales, ticket pricing strategy, etc.
- Collaborates with the Press Office Manager in the preparation of appropriate media materials.
- Collaborates with the Officers for the social media, the email marketing and the snfcc.org to design digital promotion campaigns.
- Develops promotional activities for SNFCC's school programs and the overall promotion of the SNFCC's relationship with the school community.

Campaign Implementation

- Coordinates using and updating all on-site and OOH SNFCC promotion points, as well as special branding requirements for major events.
- Writes copy or coordinates copywriters.
- Is tasked with creating and coordinating small-scale production of printed material.
- Monitors the implementation of above activities by the media shop or other team members (Digital and Press Office).

Budgeting

- Under the guidance of the Marketing & Communication Director, he/she is responsible for the preparation of the department's budget in the context of Programming expenditures.
- Monitors budget daily to ensure that all monitoring documentation and procurement procedures are accurate and correct.

Reporting

- Prepares reports on the evaluation and impact of promotional and communication campaigns.

Other

- Prepares and monitors project contracts.
- Maintains databases on the classification of contracts, invoices, materials and tenders.
- Actively participates in special projects involving the department.

Requirements

- University degree or post-secondary vocational school (minimum duration: three years) in a relevant field.
- Postgraduate degree in a relevant subject.
- Proven experience of at least 8 years in a similar post.
- Excellent command of the Greek and English languages, both spoken and written. Knowledge of a second foreign language will be an asset.
- Proven experience in event promotion and communication campaigns, as well as in coordinating the development of audiovisual content. Experience in arts & culture campaigns will be considered an asset.
- Experience in copywriting and printed material creation/editing will be considered an asset.
- Staying up to date on cultural events in Greece and other countries.
- Excellent knowledge of MS Office and familiarity with social networking tools.

Soft and Hard Skills

- Excellent written and spoken communication skills
- Collaborative spirit
- Excellent detail-oriented organizational skills to achieve goals within strict deadlines
- Critical thinking
- Flexibility in working hours

Application Procedure:

- The submission deadline is February 10, 2023, 16:59 EEST.
- Candidates must submit their resume and a brief letter of interest [HERE](#).
- All applications will initially be assessed by an independent human resources consulting firm. Interviews with shortlisted candidates will follow. All candidates will be notified in writing of the recruitment process completion.
- All SNFCC facilities and offices are fully accessible to Persons with Disabilities.