

## Press, Public Relations and Marketing Officer (m/f/d)

In its more than 50 years of existence, the Tanztheater Wuppertal Pina Bausch has gained international recognition through dance theatre performances on all continents. Pina Bausch's repertoire is preserved through performances in Wuppertal and with international touring. With new creations by Artistic Director Boris Charmatz the company will continue to play an important role in contemporary dance in the future. The Tanztheater Wuppertal currently presents an average of 80 performances per year, of which 30 take place in Wuppertal and 50 are guest performances worldwide.

In communications and marketing, the company currently employs two individuals who together pursue an integrated and holistic communication and brand strategy in close coordination and with shared responsibility. One position is currently responsible for digital communications, the other for print media. The advertised position relates to print media.

We are looking for a full-time **Press, Public relations and Marketing Officer**. The contract starts on August 1<sup>st</sup>, 2025. A prior induction period will take place by arrangement.

### Your future tasks will include:

- Creation of press releases, press kits, advertorials, announcements (in German, English and French)
- Organization and backing of the annual season press conference
- Maintenance and expansion of the press distribution network
- Contact person for journalists, especially for organizing and supervising interviews, rehearsal visits, checking and approving verbatim quotations and supporting research
- Creation and maintenance of statistics for the press (e.g. visitor statistics)
- Supporting journalists and authors with book publications
- Preparation of the Tanztheater Wuppertal contribution to the annual Wuppertal Cultural Report
- Coordination and support of photographers and film teams during (general) rehearsals and special shootings, support in photo selections and obtaining accreditations and licenses
- Creation of all programmatic print products of the Tanztheater Wuppertal (e.g. season flyers, program brochures), including the overall coordination of the print products for merchandising
- Creation and booking of posters, advertisements and screens in print and digital media
- Maintaining longstanding cultural partnerships in Wuppertal and the region North Rhine-Westphalia, participation in events, coordinating the joint trade fair presence
- Support of domestic and international touring partners, cooperation with their press and marketing departments (including support with texts and images for

e.g. program brochures, delivery of photos/film material, approval of texts and images, coordination of press appointments and accompanying events such as audience talks and workshops)

- Target group work (support of the dance education department, organization and support of talks in Wuppertal, support of visitor groups and processing of cooperation requests)
- Good networking within the dance scene (presence at dance congresses and fairs as well as similar platforms, meetings in North Rhine-Westphalia stage meetings and presence at performances by other dance-/theatres in NRW)

**You provide the following strengths and qualities:**

- Completed studies in the field of humanities, journalism or comparable subjects
- Experience in press and public relations in a cultural institution
- Excellent knowledge of the German language, both spoken and written, as well as very good knowledge of English and French, both spoken and written, ideally bilingual
- Quick perception, commitment, independence, accurate and reliable way of working, a talent in organizing; excellent teamwork and communication skills, open-mindedness
- Good knowledge of the national/international dance scene
- Ideally a good network of national and international cultural editors and journalists
- Ideally experience of studies or work periods abroad
- Willingness to work flexible working hours; work in the evenings, on weekends and public holidays if necessary (e.g. on the occasion of a premiere)
- Confidence and experience in using MS Office, Teams, Adobe Photoshop

**We provide:**

- A performance related remuneration in accordance with the labor agreement NV Bühne SR Solo
- An annual supplementary payment
- Additional company benefits like a supplementary pension fund
- Capital accumulation benefits
- An employer subsidy for the DeutschlandTicket Job
- A physiotherapist for your health concerns
- A pleasant working atmosphere in an international and diverse team

Tanztheater Wuppertal Pina Bausch GmbH promotes equality and a non-discriminatory environment. Applications of all nationalities are welcome. Severely disabled persons will be given preference if they are equally qualified.

We look forward to receiving your full application, consisting of a cover letter, CV and

references by **September 15th, 2024**. Please send these documents digitally to:  
[bewerbung@pina-bausch.de](mailto:bewerbung@pina-bausch.de)

If you have any questions, please contact Katharina Bauer (Head of HR) on +49 202-563 5161

By submitting your documents, you agree to the processing of your data as part of this application process.

INTHEATER WUPPERTAL  
PINA BAUSCH

TERMIN  
DORIS CHAMMATT

PINA-BAUSCH.DE