



Vacancy Manifesta 16 Ruhr Audience Development Assistant

What is Manifesta?

Manifesta rethinks the relations between culture and society by investigating and catalysing positive social change in Europe through contemporary culture in dialogue with the social sphere of a specific place. Since 1996, the Manifesta biennial takes place in a different European city every two years. Manifesta 16 will take place in the Ruhr Area in 2026. The Manifesta 16 Marketing and Communications team is looking for an **Audience Development Assistant** to join the department and to execute the audience development strategy dedicated to bringing diverse audiences to Manifesta 16 Ruhr's multiple events and programmes.

Job Description

As part of the Manifesta 16 Marketing and Communications team, the **Audience Development Assistant** will support the Head of **Head of Communications and the Head of Education** in their daily tasks and activities. This role will focus on the development of Manifesta 16's audiences and for maintaining and developing a strong local and international network for Manifesta 16. They are responsible for creating partnerships with tourism entities and travel agencies, creating programmes and packages for local events organisations, international cultural organisations and VIP groups, as well as arts academies. In a close collaboration with the Marketing Coordinator, the Audience Development Assistant will set up commercial partnerships to boost Manifesta 16's public attendance and ticketing sales.

In collaboration with the Head of Communications and the Head of Education, the Audience Development Coordinator will assist in the developing of partnerships, including with non-profit organisations in the Ruhr Area, ensuring that deadlines and budgets are met, according to the quality standards set by Manifesta 16's Directors and the Management Team.

Core tasks and responsibilities

Primary Responsibilities:

- Together with Marketing coordinator and Communities and Mediation Coordinator map the regional non-commercial and commercial interest groups (non-commercial: libraries, civic centres, non-profit organisations, etc; commercial: local business, event based organisations in the Ruhr region) and create a strategy and offers for these groups;



- Together with Marketing coordinator develop and execute a national and international visiting programme to Manifesta 16 Ruhr for cultural professionals, art and architecture students and international patrons groups;
- Expand sales of tickets of the biennial through direct and indirect sales channels, to tourism professionals, business committees, potential resellers, the general public and targeted audiences in order to reach the goals set out by Manifesta's management;

Additional tasks

- Together with Marketing coordinator develop an integrate direct marketing strategy;
- Work to increase online sales, including the Early Bird campaign in close collaboration with the Ticket Manager;
- Ensure the development of the right communication tools to boost audiences and the diversity there of;
- Together with other departments ensure a high-quality and pleasant visitor experience
- Collaborate on the strategy and execution of the Preview Days and the Accreditation system

Candidate's profile

- At least 2 years of experience in the marketing and sales, or within the tourism sector, if possible sales within the cultural sector or within the tourism sector in the Ruhr Area.
- Strategic and Logistic skills
- Successful experience in administrative sales monitoring
- Great interpersonal skills, excellent ability to communicate with various groups of strategic interlocutors, in an international atmosphere
- Strong team spirit and commitment
- Able to work effectively under pressure and meet deadlines
- Fluent in German and English, both written and oral. Other languages are a plus.





- Knowledge of the Microsoft suite (Excel, Word, Powerpoint, Outlook)
- Knowledge of ticketing software would be a plus.

Employment conditions

The Audience Development Assistant needs to be based in the Ruhr Area for the full duration of the contract. Occasional travel may be required.

Starting date: 17th of November 2025 until the end of the end of October 2026. This is a full-time position which requires occasional work on evenings and weekends.

Manifesta 16 Ruhr cannot consider applicants who wish to combine this function with another job or occupation.

Diversity and inclusion are firmly anchored in our corporate culture. Therefore, we welcome all applications, regardless of gender, age, disability, religion/belief, ethnic origin or sexual identity.

You can find our data protection information [here](#).

Application

Please send your letter of motivation and CV in English by 20.10.2025 to m16jobs@manifesta.org, with Audience Development Assistant in the subject line of the email. Interviews will be conducted by Emilia van Lynden, or a delegate from her department. Interviews will take place in Oktober in Gelsenkirchen or online.