

Traineeship: Media impact campaign manager for THE STORY OF A NEW WORLD

About fechnerMEDIA – „Rolemodels for sustainable action“

fechnerMEDIA is an independent film production company that was founded in 1989 and has since been active in the national and international media business under the management of producer and director Carl-A. Fechner. The business focuses on the production of cinema/TV documentaries, image and information films and, since 2015, the distribution of cinema productions. Sustainability has been a major thematic focus of the company for years and forms a significant amount of the company's content and artistic profile. Our new feature film, THE STORY OF A NEW WORLD, will be accompanied by a global impact campaign in 50 countries that aims to take passive viewers and turn them into active changemakers. For the conception, management and implementation of this impact campaign, we are looking for a dedicated colleague (m/f/d) to take on the role under a traineeship position.

Your tasks and activities:

- Conception, planning and implementation of the accompanying impact campaign for the movie THE STORY OF A NEW WORLD in 50 countries.
- Establishment and management of the international campaign team; establishment of an international action partner and supporter network, offline and online; establishment of an international social media supporter network, including acquisition and support of additional influencers
- Acquisition of further financial means for the realization of the impact campaign(s)
- Editorial production of accompanying materials and advertising material for the impact campaign, organization of translations
- Interface between all project partners regarding impact measurement, campaign implementation, social media, etc. as well as contact person for the press regarding the impact campaign, development of press distribution lists
- Processing of the results of the impact campaign and, if necessary, supervision of accompanying studies on the impact campaign as contact person
- Organization of personal appearances of the directing team at home and abroad

Requirement Profile:

- preferably experience in international campaigning and grassroots movement building
- broad knowledge of current social, national and international sustainability movements
- preferably experience in scientific work to support project partners
- fluent in English and German, preferably good knowledge of Spanish / French
- familiar with all common social media platforms
- very good communication skills, sensitivity in dealing with international partners
- independent, responsible, proactive way of working with heart and eloquence

We offer:

- A secure job with an interdisciplinary team at several locations in Germany with many opportunities for professional development
- The chance to contribute to meaningful and exciting projects, as well as introduce your own ideas and impulses to the company and projects
- Work with a young group of colleagues in Dresden with the potential to work remotely

Working hours: 40h/week Location: Dresden / with the potential to work remotely Start: from March 2023

We look forward to receiving a convincing video application with some information about yourself and why you think you are best suited for the role. As well as your CV, references and work samples via email to Gabriele Di Stefano at bewerbung@fechnermedia.de. If you have any questions, you can also reach us by phone: 0049 74 61 - 908 45-15.