

Transart – Festival of Contemporary Cultures is looking for a

Head of Communication & Marketing

South Tyrol
Südtirol
Alto Adige

The Festival

Transart is a contemporary culture festival, one of the most important in the European scene, which for over 20 years has offered a curious and open audience a rich program based on experimentation and quality. The festival was born with a strong multidisciplinary and multimedia character and has continued to develop thanks to international collaborations (including MUTEK Montreal, Klangspuren Schwaz, Ars Electronica, Oriente Occidente, C2C, Elevate Festival) and strong economic partners. Since its first edition, Transart events have been hosted in ever-changing locations, animating unusual spaces, such as industrial areas, former barracks, production and commercial sites, stations, parking lots, parks, meadows, and mountain huts throughout the region. Transart takes place every year in the second half of September.

Festival for
Contemporary
Cultures

Who We Are Looking For

A strategic and creative professional capable of designing and coordinating the communication identity of a multidisciplinary festival. We are looking for someone with experience in the field, able to work independently while engaging in dialogue with the team and festival management, combining artistic sensitivity with professional expertise in cultural communication.

Key Responsibilities

The Head of Communication & Marketing develops and implements communication strategies for the festival, defines the department's budget and investments, manages public relations with institutions, partners, and sponsors, and plans and supervises the digital strategy and promotion of all initiatives.

The goal is to increase the festival's visibility and strengthen its image on the national and international stage, reach new audiences, reinforce relationships with existing ones, and promote the individual events in a coherent and structured way.

TRANSART

TRANSART
Dantestr. 28 Via Dante
39100 Bozen Bolzano, Italy

T +39 0471 665369
M info@transart.it
W transart.it

P.I./C.F.
IT02280130218
SDI W7YVJK9





Main Tasks

Strategic Planning

- Development and implementation of the festival's annual communication strategy (online and offline), in line with the mission, the needs of each edition, and specific projects
- Creation and management of the communication budget to maximise impact and return on investment

Development and Fundraising

- Writing texts for funding applications to public institutions and/or presentations for companies and private donors, as well as activity reports and project summaries
- Planning targeted marketing activities to encourage technical or monetary sponsorships or donations from individuals, companies, and foundations (Art Bonus)

Image and Identity Management

- Coordination of the festival's visual identity and tone of voice, in harmony with existing guidelines and in dialogue with the artistic direction
- Planning, coordination, and supervision of the design studio's work — from the development of concepts to the execution of all physical and digital materials

Public Relations

- Coordination and supervision of the press office and media relations
- Oversight of the creation and distribution of press releases, media communications, and other marketing or promotional materials
- Management and maintenance of positive relationships with sponsors and partners, institutions, international networks, and stakeholders
- Management of invitations and reservations for sponsors and institutions

Event Promotion

- Writing promotional content (texts, presentations, etc.) for the festival and individual events
- Development and implementation of communication strategies tailored to each event to increase attendance and engagement
- Evaluation of events through follow-up processes to identify potential areas for optimisation

Digital marketing

- Leading the development of the festival's online presence, including website, social media, newsletters, and digital advertising
- Supervision of editorial planning and content production



- Analysis of insights and communication performance to measure campaign effectiveness and optimise future activities

Coordinamento risorse

- Leading the communication team and collaborating with graphic designers, photographers, video makers, and other external contributors

Ticketing and Sales

- Coordination between the office and the ticketing manager regarding all information about scheduled events
- Internal reporting on sales performance
- Oversight of reservations and the sending of personal invitations

Required Qualifications

- Proven experience in cultural communication, preferably in festivals, performing arts, or contemporary arts
- Strategic vision, attention to detail, and strong organisational skills.
- Good writing skills in Italian and/or German
- Excellent command of German and Italian, both spoken and written.
- Excellent knowledge of English
- Strong knowledge of digital tools and social media
- Ability to work in multidisciplinary teams and in high-intensity project environments
- Strong sensitivity to experimental and interdisciplinary artistic practices.
- Knowledge of the local context and regional cultural scene is considered a plus

What We Offer

- A key role within an international festival in constant evolution.
- A creative, dynamic, and research-oriented environment.
- The opportunity to contribute significantly to shaping Transart's future identity.
- Contract and compensation based on experience

Type of Collaboration

Freelance or employment contract

Period and Work Location

The collaboration is set to begin in February 2026 and involves a 75% part-time commitment throughout the year, with a full-time period from July to September. The workplace is located at the Transart office, Via Dante 28, Bolzano.

How to Apply

Submit your application by **10 December 2025**, including an updated CV, motivation letter, and any references, to info@transart.it with the subject line "TRANSART – Head of Communication & Marketing".

South Tyrol
Südtirol
Alto Adige

Festival for
Contemporary
Cultures

TRANSART

