

The **public institution, Centre de Musiques Amplifiées, Rockhal**, is committed to delivering world-class events, creating memorable experiences for both audiences and performers alike. With a diverse range of performances, from international superstars to local talent, we strive to provide a dynamic and seamless environment for everyone.

To help us continue this mission, we are looking for a full time

Marketing Project Manager (m/f)

In this permanent role, you'll shape our narrative, strengthen our brand and image, amplify our events, enhance the customer experience, and help grow a vibrant and engaged community.

Key Responsibilities

- Design and implement strategic and operational marketing plans aligned with our mission and goals
- Plan budgets and monitor marketing spend with a strong focus on performance tracking
- Develop, execute, and analyze multi-channel campaigns (local, regional, international) across digital and traditional platforms
- Produce creative digital content to engage a wide and diverse audience: videos, interviews, visuals, behind-the-scenes
- Collaborate strategically with internal teams (production, booking, communications) and external stakeholders (agencies, artists, influencers, media, cultural partners)
- Manage and optimize digital platforms, including website administration and SEO performance
- Lead community management and execute social media strategies across Instagram, Facebook, TikTok, YouTube
- Collect, interpret, and act on marketing and audience data to refine segmentation and improve campaign outcomes
- Build and maintain strong relationships with press and influencers to secure impactful media coverage
- Monitor emerging trends, conduct benchmarking, and propose innovative ideas to keep us ahead of the curve
- Supervise box office operations and staff during events to ensure a high-quality visitor experience
- Oversee day-to-day coordination with partners and suppliers, both operationally and administratively
- Train and supervise temporary staff, including front-of-house and ticketing teams during events

Your Profile

- Master's degree in marketing, communications, media production, or a related field
- Fluency in Luxembourgish, German, French, and English
- Solid experience in content marketing, social media, and project coordination, ideally in the live entertainment, music, or cultural sector

- Confident in filming, editing, and publishing short-form video content for platforms like Instagram, Facebook, and TikTok
- Proficient with digital tools such as Canva, WordPress, and other content or campaign management platforms
- Strong creative instincts, with a flair for visual storytelling and impactful copywriting
- Excellent organizational skills, with the ability to manage multiple projects independently and meet deadlines
- Hands-on, practical mindset with strong problem-solving skills
- Team player with a collaborative spirit and a proactive attitude
- Comfortable working flexible hours, including evenings, weekends, and public holidays

You'll be part of a passionate and collaborative team working at the heart of Luxembourg's cultural life, where your work has real impact on audience experience and engagement. We'll make space for your ideas and creativity.

Ready to join us? Please send your CV, a short cover letter, a brief introduction video, and samples of your content work (if available) to jobs@rockhal.lu.