

# L'Art Rue الشارع فن

## Job Offer

### Head of Communications at L'Art Rue

#### Presentation of the organisation:

L'Art Rue is a space for creation, experimentation and research between practices and cultures founded in Tunis. Since 2006, L'Art Rue, created by the duo of dancers and choreographers Selma and Sofiane Ouissi, has made the creative gesture of the artist resonate with the context of Tunis, its populations, its public in addition to the shared common issues and democratic challenges. L'Art Rue is a shared, cross-disciplinary space, in the heart of the Medina of Tunis that is intimately linked to the areas around it, where artists from here and elsewhere meet and build with citizens, activists and experts on the city and society of Tunis. With the hope of creating, poetising and transforming a territory in a collective way, with the urgency of making a city and a society together, L'Art Rue puts openness, proximity and the long-term nature of creation at the heart of all its approaches, to reach out to and involve a radical diversity of human beings, all concerned by the free imagination of a common future.

For more information: [www.lartrue.org](http://www.lartrue.org) / FB and IG: @LArtRueTunisie / YouTube: L'Art Rue.

#### Position offered:

Join us as Head of Communications, an essential role where you will carry the image of L'Art Rue and boost our presence on the national, regional and international cultural scene through hard-hitting communications strategies and meaningful public engagement.

Starting date: **4 March 2024**

Application deadline: **20 January 2024**

Place of work: **Tunis Medina, Souk El Blatt** ([map](#))

#### Main responsibilities:

- Developing and implementing global communication strategies.
- Supervision of the creation of coherent and targeted content.
- Management of communication campaigns and promotional actions.
- Media relations, partnerships and team coordination according to specific KPIs.

#### Technical and managerial skills:

- Mastery of communication strategies adapted to the cultural sector.
- Mastery of the different parts of the overall communication foundation (communication diagnosis, recommendations, communication plans, briefing, communication actions/campaigns, tools and resources, event communication, etc.).
- Expertise in digital content management, including SEO and social networks (Facebook, Twitter, LinkedIn, Instagram, YouTube).
- Proficiency in Microsoft Office and Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, Première Pro, etc.).
- Website management and ability to produce high-quality editorial content.
- Excellent writing skills in French, English and Arabic and strong oral communication skills.

# L'Art Rue الشارِع فن

- Excellent skills in developing action plans for overall project communication and project budget management, with the ability to manage complex communication projects.
- Strong leadership and team management experience: mentoring, skills development and performance management.

## Personal qualities:

- Proactivity, organisational skills and a sense of priorities, a sense of service and results, and a keen sense of managing multiple projects.
- Creativity and capacity for innovation, adaptability and responsiveness, and a commitment to continuous learning.
- A passion for culture and a desire to share and grow as part of a team.

## Required experience:

- Higher education in communications or marketing or cultural management with a specialisation in communications.
- At least 5 years' experience in a similar role, ideally in cultural communications.
- A thorough understanding of contemporary cultural issues.

## Join our team:

To apply, please send your updated CV and a cover letter that reflects:

- Your understanding of L'Art Rue's values and missions.
- Your previous achievements as Head of Communications and how they relate to the specific challenges and opportunities of our organisation.
- Specific examples of communication strategies you have devised and implemented, and their impact.
- Your approach to leadership and managing a dynamic communications team.
- Why you are passionate about the role of culture in society and how you plan to contribute to our vision.

The cover letter is your opportunity to show us not only your suitability for the role, but also your personality and enthusiasm for joining our team. We are looking to understand your strategic and creative approach, as well as your ability to inspire those around you.

Send your application to [career@lartrue.org](mailto:career@lartrue.org), specifying " Candidature responsable communication " in the subject line before **20 January 2024**.

Interviews will take place between 5 and 16 February.

## Other information:

Presence during evenings and weekends depending on our activities.