Visual content for American Spaces & EducationUSA Germany network & Social Media Monitoring

Project Title	Visual content for American Spaces & EducationUSA Germany network & Social Media Monitoring
Project Summary	Create engaging visual content for web, social media and print for German audiences to alert them to e- resources at our American Spaces. Inspire young people in Germany to come study in the U.S. Assist Press Section in compiling a weekly digest of U.S. Embassy Berlin social media activities.
Country	Germany

Project Description

American Spaces are official partners of the U.S. Embassy & Consulates in Germany. Known as German-American Institutes in Germany, most support EducationUSA advising activities, and offer programming on transatlantic issues.
You would be working with Public Affairs staff to produce content for the centers' web & social media channels about available resources and revamp text-heavy information sheets/handouts. We want to tie (animated?!) images together to explain & promote concepts & resources with far less text. Occasional opportunities for direct interaction with German students may arise - depending on center programming & your own interest. You would also compile a weekly digest of the embassy's & consulates' social media engagements.
Note: we are on Central European (Summer) Time - GMT+1/+2 which may require contact outside of your normal daily schedule. We are mainly using Google Meet & Email for keeping in touch, WhatsApp as backup only.
Not sure about your level of German? Our requirement is minimal, so don't hesitate to apply.

Required Skills or Interests

Skill(s)
Cultural diplomacy
Graphic design
Social media management
Writing

Additional Information

German-American cultural institutes/American Spaces bring people together to exchange ideas of interest and concern on both sides of the Atlantic.The centers organize and co-sponsor conferences, lectures, panel discussions, readings by American authors, poetry slams, concerts, film showings, photography exhibits, and much, much more
EducationUSA Advising Centers actively promote U.S. higher education around the world by offering accurate, comprehensive, and current information about educational institutions in the United States and guidance to qualified individuals on how best to access those opportunities.We are currently modernizing & updating our virtual advising capacities.

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
German	No practical proficiency	Limited working proficiency	Nice to Have