

Communications Manager (gn)

Stellenanbieter: Value for Good GmbH

What we are looking for

An experienced professional with strong strategic and interpersonal communication skills to lead and implement the Value for Good GmbH and Value for Good (VfG) Foundation's external communications activities. The function is a stand-alone role that reports to top leadership and engages with the wider VfG team as required. We are looking for someone who is fluent in German and English and ideally based in Berlin or willing to regularly travel to Berlin.

We are a boutique strategy consultancy exclusively focused on social impact and sustainability. We work with leading companies, public institutions, foundations, and NGOs in Germany and globally across three practice areas: Global Development, Strong Civil Society and Private Sector Impact.

Communications Manager (gn)

Your role would entail the following key responsibilities

Strategy

- Develop a deep understanding of Value for Good's brand identity, its mission and values and translate this into stakeholder engagement strategies and impact narratives/stories that support Value for Good's societal impact and business goals: in particular the goals of VfG's practice groups, our emerging areas of thought leadership (e.g. tech for good), the talent team and the VfG Foundation
- In line with the above, develop coherent and actionable channel strategies e.g., social media (especially LinkedIn, our core social media channel), in-person & online events, newsletter, website, and press/media

Management

- Set annual goals and KPI targets and plan and manage the calendar of communications activities getting input from practice groups, the MDs and the talent team as required
- Monitor and evaluate communication campaigns and engagement activities, adjusting strategies based on stakeholder feedback and analytics to enhance effectiveness and maintain reputation
- Establish and maintain a stakeholder contact database for tracking relationships and communications activities/history
- Manage any execution-related contractual relationships with service providers such as

web programmers and graphic designers as required

- Monitor and manage the marketing budget

Execution

- Execute communication activities, such as writing social media posts, drafting newsletters, company announcements, website updates and press releases for the VfG GmbH and the VfG Foundation and work with VfG events person in the operations team, ensuring consistent messaging and alignment with brand guidelines
- In alignment with Value for Good's practice groups, MDs and the talent team, build and maintain productive relationships with stakeholders via our communications channels, including with VfG GmbH clients, VfG Foundation partners, VfG alumni (former team members), non-profits that are alumni of the VfG Wirkungsakademie, the media and relevant networks and community groups
- Advise and support VfG's extended leadership team on communication, stakeholder management and advocacy approaches (particularly LinkedIn)
- Oversee the development and distribution of collateral (corporate presentations/brochures, case studies, VfG-branded publications, web content, etc.)
- Oversee and safeguard VfG's visual brand identity

What you bring

- Excellent verbal and written communication skills in both German and English, including the ability to craft impact messaging and compelling narratives
- Strong ability to engage internal stakeholders in a clear and structured way
- An existing network to relevant stakeholders in relevant media and communication outlets/channels (e.g. impact focused magazines/publications, German press, etc.)
- Demonstrated experience (5+ years) in communications roles such as stakeholder engagement, corporate communications, public relations, media management or similar positions
- Passion for both strategic planning and implementation
- A university degree in communications, public relations, journalism, marketing or a closely related field
- Graphic design skills are a plus but not required
- Based in Germany, with a strong preference for Berlin, or willing to regularly travel to Berlin

What we offer

- Communications work around challenging and exciting projects with substantial societal impact for leading organisations across the private, public, and social sectors
- Opportunity to help shape a fast-growing company that lives and breathes its values
- Working with a driven, fun, and experienced international team of ca. 35 staff members
- Attractive remuneration for social impact work
- Strong feedback and personal development culture

- Internal and external training offerings and annual team retreats
- Flex-desk work arrangements regarding home office and working hours

Bewerbungsprozess

Diversity, equity and inclusion at Value for Good

Value for Good aspires for a gender-balanced, diverse, and inclusive workforce. We, therefore, welcome the applications of all qualified candidates irrespective of their nationality, racial or ethnic origin, religion, beliefs, age, gender, sexual orientation, health, or disabilities.

We also strive to de-bias our recruitment process as much as possible. Hence, we encourage you to exclude any of the above-mentioned personal information from your application. Furthermore, to promote gender pay equality, Value for Good has fixed salary levels across all seniorities which we share transparently early in the process.

Contact

Please upload the following information by clicking on the "Ich bin interessiert" Button:

- CV (in English, without the above-mentioned personal information or picture)
- Brief motivation letter (in English)
- Written samples of communications work you have done in the past in English and German
- University transcripts and job references (can be handed in later if not at hand)
- Earliest start date and salary expectations p.a. in EUR
- Preferred work volume (in hours per week)
- Current home base

If you have any questions, please contact us by email at talent@valueforgood.com.

We are excited to receive your application!

We are looking to hire a Communications Manager (gn) as soon as possible. The deadline is therefore 23:00 on November 24th.

- **Anstellungsart:** Festanstellung
- **Arbeitszeit:** Flexibel
- **Berufserfahrung:** > 5 Jahre

Einsatzort: 10117 Berlin / hybrid, Deutschland

Stellenanbieter: Value for Good GmbH

Französische Straße 47
10117 Berlin, Deutschland

Ansprechpartner: Talent Manager, Eliane Wohlgemuth

E-Mail: talent@valueforgood.com

Online-Bewerbung: <https://value-for-good.jobs.personio.de/job/1146476>

Ursprünglich veröffentlicht: 11.11.2025

greenjobs.de-Adresse dieses Stellenangebots: <https://www.greenjobs.de/a100148897>