

# Marketing & Communications Manager (m/f/d)

*Marketing & Communications Manager in the Communications Team (30-40 h/week) adelphi consult GmbH*



adelphi consult is a leading independent consultancy specialising in climate, environment and development. Together with adelphi research and adelphi global, we combine scientific analysis, evidence-based advisory services and international cooperation. As a strategic policy and management consultancy, we support the just, transformative transition towards a sustainable, future-proof society.

**FULL TIME / PART TIME  
Berlin**

## Job summary

Are you familiar with issues related to climate, environment and sustainable development and would like to work with us to push them forward? As Marketing & Communications Manager, you will strengthen adelphi's market-facing communication at both project and institutional level. You will design and implement outreach, dissemination and digital communication activities for client projects, while also helping position adelphi's expertise through strong content, web, campaign, SEO and AI-supported communication workflows

*Diversity is important to us. For a sustainable future, we need a diversity of experiences, backgrounds and perspectives.*

## Your tasks

- Develop and implement communication, outreach, dissemination and marketing activities for adelphi projects — particularly publicly funded projects in the fields of climate, environment and sustainable development
- Lead the project management of communication workstreams within client projects, including planning, coordination with public clients and donors, milestone tracking, budgeting and delivery
- Support the design of stakeholder-oriented communication and marketing strategies, campaigns and measures for national and international client projects, including those funded by public institutions such as the EU, UN, BMZ or BMUV
- Plan, create and optimise content for digital channels, especially websites, landing pages, newsletters and social media
- Take an active role in the editorial development and ongoing optimisation of adelphi's website and project-related websites, including content planning, page structure, user journeys and audience-oriented messaging
- Contribute to the further development of adelphi's digital marketing activities by improving discoverability, visibility and engagement

across channels

- Apply SEO best practices to website and content development, including keyword-oriented content planning, on-page optimisation, metadata, internal linking and content structuring
- Monitor and analyse communication and marketing KPIs and derive recommendations for continuous optimisation
- Use AI-supported tools in a purposeful and responsible way to improve research, content production, repurposing and workflow efficiency
- Help translate complex technical and policy-related topics into clear, engaging and audience-specific communication formats
- Work closely with project teams, subject-matter experts, designers and the communications team to deliver compelling and effective communication products aligned with public client requirements



## Your qualifications

- University degree in communications, marketing, political science, environmental studies, international affairs or a related field
- At least 4 years of relevant professional experience in marketing, communications or digital communications, ideally in a consultancy, agency, NGO, think tank or research-driven organisation
- Proven project management experience, in particular working on communication workstreams within projects for public clients, donors or international organisations
- Familiarity with the requirements and processes of publicly funded projects (e.g. EU, UN, BMZ, GIZ or similar), including reporting, visibility guidelines and stakeholder communication
- Strong interest in and understanding of climate, environment, sustainability and international policy issues
- Excellent writing and editing skills in German and English
- Experience with website editorial, CMS-based publishing and digital content development
- Good understanding of SEO, website optimisation and performance-oriented communication

- Experience with digital channels and formats, especially websites, newsletters and landing pages
- Ability to translate complex topics into clear, engaging and audience-oriented communication products
- Experience in monitoring digital KPIs and using insights to optimise content and communication activities
- Familiarity with AI-supported tools for content and communication workflows, combined with sound judgment on quality and responsible use

## We offer...

### **adelphi Impact:**

You advance social-ecological transformation with impactful projects.

### **adelphi Fit:**

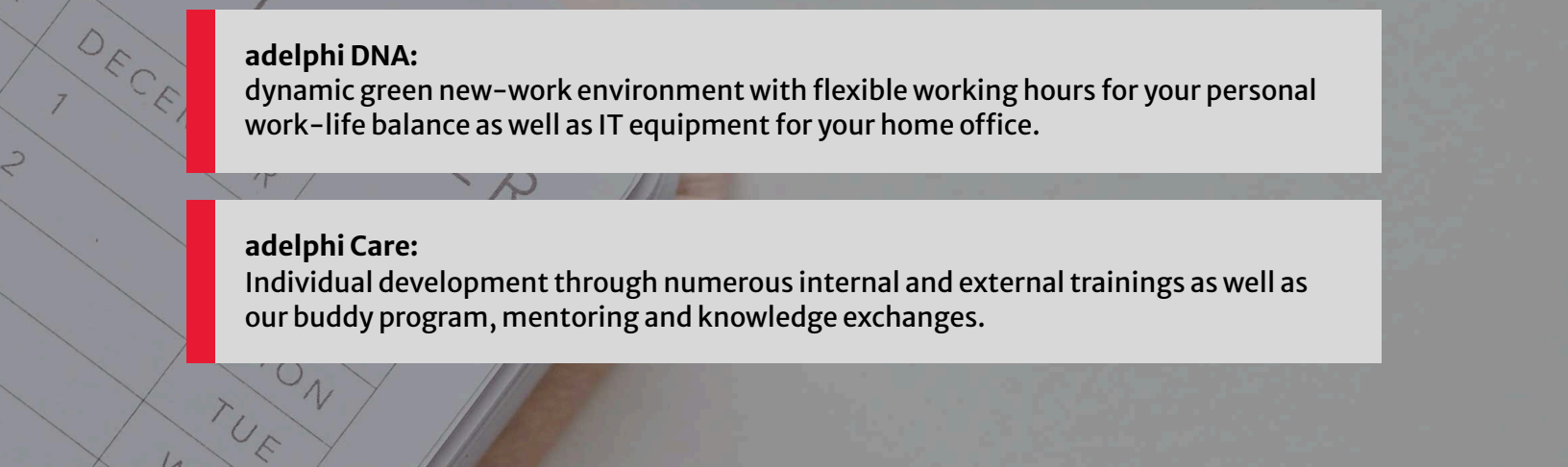
Free or discounted membership in the Urban Sports Club with more than 50 sports throughout Germany and in five European countries.

### **adelphi Mobile:**

Subsidized BVG company ticket including free transportation for passengers and/ or our job bike leasing for your personal bike of choice. Whether for your way to work or for your free time.

### **adelphi Spirit:**

An international and interdisciplinary team with a lot of passionate commitment for a future worth living. Not only spinning ideas together at work, but also celebrating together at various adelphi events.



**adelphi DNA:**

dynamic green new-work environment with flexible working hours for your personal work-life balance as well as IT equipment for your home office.

**adelphi Care:**

Individual development through numerous internal and external trainings as well as our buddy program, mentoring and knowledge exchanges.

## Your application

We therefore welcome all applications – regardless of gender, disability, nationality or ethnic and social origin. Recognised severely disabled persons or persons of equal status will be given preferential consideration in the case of equal suitability.

Send us your complete documents **by 30 June 2026** (including cover letter, including curriculum vitae, copies of certificates, salary expectations and information on your availability). Please use only the way via our online application.

Applications will be evaluated on a rolling basis.