

Empowering
Change

JOIN US

MARKETING COMMUNICATION LEAD — MIDDLE LEVEL

ACT Global is seeking a digital-friendly and detail-oriented Marketing Communication Lead to join its internal management team and shape how ACT's brand, ideas, and expertise are communicated across channels.

Position: Marketing Communication Lead — Middle Level

Employment Type: Full-time

Salary Range: GEL 3,200–4,500 gross

Location: Zurab Anjaparidze I Lane, #4, Tbilisi

Working Hours: 09:30 - 18:30 (Hybrid, from Monday to Friday, with a one-hour break)

Deadline: 17th of July, 2026.

ACT Global



MARKETING COMMUNICATION LEAD — MIDDLE LEVEL

MAIN RESPONSIBILITIES OF THE POSITION

The role is about shaping how ACT's brand, ideas, products, expertise, and experience are communicated across different channels, turning meaningful content into a clear story that makes the brand more visible, alive, understandable, and impactful.

The selected candidate will work closely with the management team, consulting teams, research teams, and external creative partners to ensure that ACT communicates consistently, professionally, and in a way that reflects the company's identity, expertise, and ambition.

Specifically:

1. Content Planning and Development

- Plan and coordinate ACT's marketing communication across key channels.
- Support the development of content for social media, website, newsletters, presentations, campaigns, and other communication formats.
- Create and maintain a consistent communication calendar and publishing discipline.

2. Messaging, Brand, and Creative Coordination

- Help translate ACT's expertise, products, projects, and ideas into clear, engaging, and relevant messages.
- Coordinate content creation with internal teams and external designers, copywriters, or other partners when needed.
- Ensure that communication materials are aligned with ACT's brand identity, tone of voice, and visual standards.

3. Content Packaging, Performance, and Presence

- Support the packaging and communication of ACT's services, products, events, programs, and thought leadership content.
- Monitor communication performance and suggest improvements based on audience response and channel dynamics.
- Contribute to strengthening ACT's presence across digital and professional communication platforms.

REQUIRED QUALIFICATIONS:

- Good understanding of modern social media platforms and digital communication formats.
- Ability to create, structure, edit, or coordinate meaningful content.
- Strong writing, editing, and storytelling skills.
- Good sense of visual style, design quality, and brand consistency, with experience working with brand books, visual identity systems, or creative briefs considered an advantage.

- Ability to use digital tools for content planning, coordination, and reporting; basic understanding of performance metrics for digital communication and social media is an advantage.

WORK EXPERIENCE:

- Relevant professional experience in marketing communication, digital communication, content management, social media, brand communication, PR, or a related field, at a level appropriate for a middle-level role.
- Experience in B2B marketing, consulting, research, education, professional services, or knowledge-based businesses is an advantage, as is experience managing LinkedIn communication, newsletters, websites, or thought leadership content, and using AI tools for content development, editing, or communication planning.

KEY COMPETENCIES:

- Ability to work with designers, content creators, internal experts, and external partners.
- Strong organisational skills and ability to maintain a regular communication calendar.
- Attention to detail and high sense of responsibility.
- Ability to manage several communication tasks and channels at the same time.
- Good command of English.

WHY JOIN US?

This is a meaningful opportunity to shape and strengthen ACT's brand communication, sitting at the intersection of content, strategy, digital communication, and brand development. You will work closely with the management team and ACT's internal experts, in a supportive, learning-oriented environment at the intersection of research, consulting, strategy, and transformation.

ABOUT ACT GLOBAL

ACT Global is a management and development consulting company that empowers leaders, organizations, and governments to drive sustainable and positive change. Our core strength lies in transforming data, innovative ideas, and specialized expertise into tangible, high-value outcomes.

We maintain a primary focus on developing countries. We possess a deep understanding of the challenges they face while clearly recognizing their tremendous potential. Operating in more than 30 countries across three continents, we provide support to both private and public sector organizations as they implement significant economic, social, and political transformations.

For more information: <https://act-global.com/en>

To apply, please send your CV to **hr@act-global.com** by the 17th of July, 2026, with the subject line: **Marketing Communication Lead — Middle Level**. In the email, please briefly answer two questions: Why ACT? Why this position? Interviews will be conducted by 1st of August, and the expected start date is 1st of September, 2026.