



JOB OFFER

Job Title: Marketing and Communication Officer for the Alliance Française network in India.

Location: India - Pune, Maharashtra

Job Type: Full-time / Professionals-Freelancer status

About us

Recognized by the French Embassy in India, the 15 Alliances Françaises play a major role in promoting French culture and language all over India. Through its numerous activities linked to French language, certifications and training, cultural activities and higher education, the network is instrumental in building a strong bilateral cooperation between India and France.

Job Description

The Marketing and Communication Officer will be responsible for developing, planning, and implementing the marketing and communication strategies for the Alliance Française network in India.

The Marketing and Communication Officer will be responsible for building and developing the brand awareness, creating a strong brand identity in a competitive and evolutive market landscape, and providing result-oriented communication and marketing activities designed to meet customer needs.

This person will play a key role in developing and implementing digital marketing strategies to increase awareness and engagement among the target audience.

Responsibilities

- Define the brand direction
- Develop multi-platform integrated marketing and communication strategy and plan in line with corporate and the brand direction while reflecting local priorities
- Create and monitor all common marketing materials linked to the network of AF for new products, launches, events, campaigns and collateral in line with brand direction
- Implement online marketing activities including social media, SEO/SEM, demand generation, lead generation, etc.

- Manage the AF India website and other common social media for the network and create engagement, including creating and curating content, monitoring comments, and responding to inquiries.
- Create and monitor email marketing campaigns, including newsletters and event invitations.
- Develop and maintain relationships with media outlets, influencers, and other partners to increase visibility and exposure.
- Coordinate and manage branding events, workshops, and other promotional activities to engage with the target audience.
- Monitor and analyze key performance metrics to evaluate the success of marketing efforts and make data-driven decisions for continuous improvement.
- Work closely and under the supervision of the internal CoPil team to ensure consistent branding and messaging across all marketing channels.
- Work in collaboration with the communication department of Institut Français India and with the communication managers of the different Alliances Françaises.

Requirements

- Master's degree in marketing, communication, or a related field.
- At least 5 years of experience in digital marketing, preferably in a non-profit or cultural organization.
- Strong understanding of social media platforms, email marketing, SEO, and PPC.
- Strong knowledge of communication practices and techniques
- Ability to work independently and manage multiple projects simultaneously.
- Fluent in English and in Hindi. Outstanding written and verbal communication skills in English.
- An understanding of French culture and language, culture and arts will be necessary.
- Must be able to multitask and work well under pressure.
- Excellent organizational, leadership abilities and interpersonal skills.

If you are passionate about promoting culture and language, have a proven track record in digital marketing, and want to join a dynamic and creative team, please apply with your resume and cover letter.

Conditions of employment

- Full-time
- Professionals-Freelancer status / monthly billing
- Occasional work trips of several days
- Office at Alliance Française Pune + 1 day a week remote work
- Payment is set at 75 000 INR per month + TDS

Cover letter and resume to send before the 15th of June 2023 to: Alice Gauny, national coordinator of Alliance Française in India: aga@ifindia.in

Starting date

1st of August 2023