

**WE ARE HIRING!**

**JOB DESCRIPTION / COMMUNICATION, MARKETING & BRANCHES DEVELOPMENT  
MANAGER**

**About us...**

*Recognized by the French Embassy in India, Alliance Française de Chandigarh has played a pioneering role in promoting French culture in the City Beautiful ever since its inception in 1983. As a part of the Alliance Française network, consisting of fourteen other institutions spread across the nation and Nepal, and numerous institutions over the world, we strive to bring the disparate, yet similar cultures of India and France.*

*Alliance Française de Chandigarh provides French courses, official French exams (recognized by the French Ministry of Education), library, cultural activities, Campus France desk for students who aspires for higher studies in France, cafeteria, translations, tour of the city and any advice related to French speaking countries, help for the companies who wish to contact French or French speaking companies. Currently Alliance française de Chandigarh has two branches*

**About our future team member...**

We are looking for a self-motivated and talented Communication & Marketing Manager to lead the whole communication activities of Alliance française de Chandigarh. In this position, you will be in charge of producing high-quality content that engages our members and public and builds brand recognition and activities. On another hand, we are looking for someone who will be able to take part in the development of our branches (2021: Alliance française de Leh & Alliance française de Dehradun).

Your main duties will include creating informative content, press releases, articles, and media opportunities to share our non-profit organization teaching products and cultural services. The ideal candidate will be an excellent communicator, with brilliant presentation and organizational skills.

We are also looking for a person who can master our digital presence through our important and diverse activity on social media.

You will also bring communication & marketing support to our branches (currently in Leh and Dehradun) and you will be the referent in charge of their development.

As a team member of a non-profit cultural organization, you will participate in different cultural events or teaching projects. The diversity of your future missions will be linked to the diversity of projects we conduct. That's why we are looking for a resourceful, dynamic and pro-active person to join the team.

**RESPONSIBILITIES**

- Create informative and interesting press releases, press kits, newsletters, and related marketing materials.
- Develop and implement effective communication strategies that build members loyalty programs and satisfaction.
- Prepare detailed media activity reports.
- Plan and manage the design, content, and production of all marketing materials.
- Work with different communication service providers (digital campaign, graphic designers etc.) to elaborate campaigns and communication supports.



Alliance Française  
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- Work with our different departments to generate new ideas and strategies: teaching, culture and arts, library, Campus France etc.
- Supervise projects to guarantee all content is publication-ready.
- Create communication and marketing strategies for new products, launches, events, and promotions.
- Respond to communication-related issues in a timely manner.
- Develop the teaching, cultural and partnerships activities of our branches in collaboration with the director

#### REQUIREMENTS

- Bachelor's degree minimum in communications, digital marketing, public relations or relevant field.
- A minimum of experience in a similar role.
- Proven experience creating targeted content is advantageous.
- Strong knowledge of communication practices and techniques.
- Outstanding written and verbal communication skills.
- Must be able to multitask and work well under pressure.
- Excellent organizational and leadership abilities.

#### TECHNICAL AND SPECIFIC SKILLS

##### **Social Networks**

Community management, promotional campaigns, online events.

Facebook – Instagram – Twitter – YouTube (mandatory)

##### **Website**

Wordpress

##### **Graphic design & video editing**

Basic skills in:

- Adobe Creative Suite (Photoshop, InDesign, Illustrator etc.)
- Video and sound editing apps

##### **Languages**

Mandatory:

- Very good level of English (writing and speaking)
- Hindi

Additional:

- Punjabi
- French (if you don't speak French, AFC will offer you free courses up to level B2-C1)

PLACE OF WORK: Alliance française de Chandigarh, Sector 36 A, Chandigarh

TIMINGS: The contract will start with a half time work schedule from Monday to Friday for office hours (events and functions are mostly during the weekends)

SALARY: starts with 18,000 INR (20 office hours per week) and will be increased each year with a possibility to moving of a full-time contract if necessary, according to the evolution of the amount of work.

Send your CV and cover letter to [director.chandigarh@afindia.org](mailto:director.chandigarh@afindia.org) before the 10<sup>th</sup> of March 2021.