

RECRUITMENT NOTICE

Head of the Communication department

The French Institute in India (Institut Français India or IFI) is the section of the Embassy of France responsible for connecting and implementing Indo-French human exchanges.

IFI implements various programs, from promoting academic and scientific exchanges between higher institutes of learning and research to enabling student mobility and promoting the French language and culture. It fosters links between artists, writers, publishers, scientists, professors, film professionals, and more. It organizes festivals such as Bonjour India and French Rendezvous.

IFI animates and coordinates a network of 14 Alliance Française across India (Ahmedabad, Bengaluru, Bhopal, Chandigarh, Chennai, Hyderabad, Jaipur, Kolkata, Mumbai, New Delhi, Pondicherry, Pune, Lucknow and Trivandrum). These Indian organizations deliver French language classes, produce French cultural programs and develop cultural partnerships between India and France.

Through its Campus France Department, IFI also offers a specific service geared towards students. Campus France offices provide students with free counselling services and facilitate admission procedures. Campus France holds biannual education fairs where students intending to study in France meet representatives of top institutions. The online platform France Alumni brings together Indians who formerly studied in France to network and relive memories of France.

[Recruited under the authority of the Director of the French Institute in India, the Head of the Communication Department will:](#)

- In collaboration with all sectors of IFI, other departments of the French Embassy and the network of Alliances Françaises, design and implement IFI's communication on the themes of culture, education and science.
- With this objective, define a strategy, deploy it and ensure its data-driven evaluation
- Elaborate communication plans with the other teams.
- Develop and maintain a network among Indian journalists and organize press conferences.
- Manage the elaboration and dissemination of communication material (websites, social media, newsletters, brochures, programs, posters, flyers, billboards, invitations, collaterals, etc.).
- Manage the deployment of a CRM (Consumer Relationship Management) tool within the French cultural network.
- As the person in charge of a department at IFI, manage the budget allocated to the department, manage and train a team of 3 people:
 - o A webmaster and social media manager;

- o A campaign and marketing manager;
- o A video and graphic design manager.

Profile required :

- Ten years of experience in India in the world of communication and/or press.
- Experience in team management and networking.
- If possible, mastery of the French language, or agreement to learn it via individual courses at the expense of IFI.
- Ability to travel regularly in India and occasionally in France.

Work conditions :

- Health coverage.
- 30 days off.
- Salary to be discussed.

To apply for this position, please address a CV with photo and a cover note stating your motivation to work at IFI to the following address on or before 15/05/2022 (jobs@ifindia.in) mentioning Head of Communication and Partnerships in the subject line. Only short-listed candidates will be contacted and shortlisted candidates will be invited to an interview.