

The French Institute in India is recruiting a

Marketing, Advertising and Promotions Manager

Fixed-term contract (CDD) from 1st July 2022

The Marketing, Advertising and Promotions Manager will primarily design, plan and coordinate marketing and promotional communication products, in close collaboration with the Head of Communications and the Director of the Institut Français in India.

Specific tasks include:

- Plan and prepare advertising and promotional materials.
- Creation production and dissemination of promotional content of all types:
 - Digital content of IFI and Campus France (web, social media, newsletter, webinars) in relation with the Webmaster and Social Media Manager, in a digital and SEO-friendly manner.
 - motion graphics and print collaterals (brochures, reports, catalog, standees, backdrops, invitation cards, print ads, hoarding, etc) in relation with the Video Artist/ Production Manager.
- Supporting the CRM, newsletters and mass mailing implementation and dissemination strategies
- Supporting the production and dissemination of press releases.
- Prepare budgets and submit estimates for program costs as part of campaign plan development.

- Coordination between the IFI communication team, the different sectors of the French cultural network in India, and external networks & agencies.
- Coordinating content creation, production and validations.

- Researching and analyzing market trends and competitors.
- Updating and maintaining the database of IFI: relevant partners and stakeholders to promote activities, clubs, influencers, youtubers, journalists and bloggers.

Skill-set required:

- Excellent English writing skills
- Knowledge of social media platforms and marketing trends
- Proficiency with required desktop publishing tools, including photoshop, Indesign and Illustrator.
- Ability to analyze and report relevant engagement metrics (social media, mailing, website analytics)
- Knowledge of French and other Indian languages is desirable.
- Manage multiple and complex projects simultaneously.
- Knowledge of SEO and marketing or collaborative platforms is a plus.

Others:

- At least 3 years of experience in similar or related capacity
- Time management and organizational skills
- Interpersonal and communication skills
- Team player
- Interest in culture, education, science and arts
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Conditions:

Some flexibility in work schedule is required depending on the activity of the sector. Travel is to be expected.

Recruitment on a fixed-term contract (CDD) starting on 01/07/2022 subject to a three-month trial period with the possibility of renewal once.

Salary: Level 7. Approximately INR 89 000 gross per month. 13th month. Leaves + Insurance

An application file (CV + photo, cover letter) should be sent only by e-mail before 17/06/2022 at the following address:
jobs@ifindia.in

Note: Only selected candidates will be contacted.