

Alliance Française de Bombay
Culture & Communication Coordinator

About the Organisation

Founded in 1938, *Alliance Française de Bombay* (AFB) is a Franco-Indian cultural center (registered as a Trust under Indian law) whose main objective is to promote and develop Franco-Indian cultural relations through:

- Teaching the French language to the Indian public: A veritable language school, AFB has 4 centers across Mumbai and teaches French to more than 5,000 students per year. It brings together a team of around 60 teachers and 30 staff members. It also has a branch in the city of Nashik.
- The organization of cultural events which promote French and Francophone cultures and encourage Franco-Indian cultural exchanges. *Alliance Française de Bombay* organizes more than 150 events a year (cinema, music, dance, contemporary circus, theatre, debates of ideas, conferences etc.) essentially “outside the walls” in partnership with the leading cultural institutions of Mumbai. These events bring together around 20,000 people each year. They mainly target Indian and English-speaking audiences. Special attention is also paid to establishing long-lasting partnerships with our cultural partners and to diversifying our target audience.

The specificities of Bombay (lack of space, complexity of the city etc.) have led to the development of many partnerships in the cultural ecosystem throughout Mumbai in order to maximize the impact of our cultural initiatives and to ensure their geographical distribution across the metropolis.

Alliance Française de Bombay focuses on:

- Cultural activities targeted at different French-speaking and non-French-speaking audiences;
- Development of partnerships with the organizers of events and artistic initiatives in Bombay;
- Network development with foreign diplomatic establishments in Bombay (Francophonie, Interconsular actions etc.);
- French-Network based action between French institutions in India & Nepal (Alliances Françaises, French Embassy, French Consulates, French Institute in India etc.)

Job Description

Under the guidance of the Executive Director of *Alliance Française de Bombay*, the Cultural Coordinator will be working **full time, on-site** from the Head Office in Theosophy Hall (located in Churchgate in Mumbai) to ensure the following functions:

- Brainstorming, Executing, and Reporting of the organisation’s initiatives - predominantly with external partners but also with the different teams of *Alliance Française de Bombay* (Marketing, Pedagogy etc.)
- Organising and Promoting the shows, events, and activities organised by *Alliance Française de Bombay* in tandem with the Communication Incharge
- Monitoring and Improving the organisation’s communication strategy
- Collecting information and drafting quantitative and qualitative assessment reports of the activities carried out by the organisation
- Creating and nurturing partnership opportunities with important cultural players and media organizations

Qualifications

- A Bachelor's Degree in the Humanities, Communication, Cultural Management or a related field is mandatory
- A Master's Degree in these or a related field would be an added advantage
- A general awareness of graphic design & video editing

Work Experience

- Confirmed minimum 5 years professional experience in performing arts is essential acquired either in a job as a Public Relations attaché(e) or in a job related to Communication or Production of Cultural Events (i.e. an Artistic or Technical Profession related to the Performing Arts)
- Experience in Artistic and Cultural Activities offered to Young Audiences would be an asset
- Sensitivity to Social or Societal issues is also important

Main Skills

- Create and maintain relationships, networks, and partnerships with artistic, cultural, economic, and institutional actors;
- Lead the implementation of projects involving several partners;
- Establish, monitor, and analyze the budget of a project;
- Negotiate the conditions for the intervention of contributors;
- Develop and use tools for monitoring and evaluating an activity or project;
- Create and maintain relationships with other departments of the structure;
- Monitor the developments of the artistic and cultural sector locally and internationally;
- Mastering Microsoft Office & Cloud Computing Software including spreadsheets, word processors, databases, and digital communication tools (including social media);
- Familiarity with digital management tools (Slack, Trello, Whaller etc.) along with designing & video-editing software (Canva, Photoshop, Illustrator, InDesign, Adobe Premiere Pro etc.) is desirable

Desired Language(s) and Proficiency

- Fluency in English (C1 Level) is essential
- Fluency in French (B2 Level) would be a strong asset
- Fluency in Hindi & Marathi is desirable

To Apply

CV and Cover letter to be sent to Mr. Stéphane Doutrelant [director.mumbai@afindia.org] with Ms. Sheryn Mulla in cc [sheryn@afindia.org]. Incomplete applications will not be considered.

Important

- Please note that only shortlisted candidates will be contacted
- Remuneration will be in accordance with industry standards and the candidate's qualifications & prior work experience