

Alliance Française de Bombay
Communication Officer

About the Organisation

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

- Teaching the French language to the Indian public: 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 organisation of cultural events which promote French and Francophone cultures and encourage Franco-Indian cultural exchanges. *Alliance Française de Bombay* organizes a wide selection of events each 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 paid to establishing long-lasting partnerships with our cultural partners and to diversifying our target audience.

Alliance Française de Bombay focuses on:

- Organising French classes for students;
- Cultural activities targeted at different French-speaking and non-French-speaking audiences;
- Development of partnerships with the organisers 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

This role involves creating and managing public relations and marketing materials such as press releases, blog posts, newsletters, and content for social media. This role also involves tracking and reporting analytics on marketing and communications campaigns and coordinating promotional events.

Under the direct authority of the Executive Director of *Alliance Française de Bombay* and under the guidance of the Culture and Communications Coordinator, the Communications Officer will be working from the Head Office in Theosophy Hall (located in Churchgate in Mumbai) to ensure the following functions:

- Managing and developing the organisation's communication tools and strategy, in particular on social networks.
- Managing the website and the newsletter.
- Creating communication visuals for the organisation.
- Reporting of the organisation's initiatives - predominantly with external partners but also with the different teams of *Alliance Française de Bombay* (Pedagogy, Culture, Marketing, etc.)
- Creating and maintaining relationships and channels with other departments of the organisation so that information circulates freely.
- Promoting the shows, events, and activities organised by *Alliance Française de Bombay*.
- Collecting information and drafting quantitative and qualitative assessment reports of the activities carried out by the organisation.
- Creating and nurturing partnership opportunities with media organisations.
- Prepare budgets and submit estimates for program costs as part of communication and marketing campaign plan development.
- Researching and analysing market trends.
- Updating and maintaining the database of Alliance Française de Bombay: relevant partners and stakeholders to promote activities, clubs, influencers, youtubers, journalists and bloggers.

Qualifications

- A Bachelor's Degree in the Humanities, Communication or a related field is mandatory.

Work Experience

- Confirmed prior experience acquired in a job related to Community management, Communication, or as Public Relations attaché (e).

Main Skills

- Excellent digital community management skills: Facebook [page + group], Instagram, Twitter, LinkedIn, YouTube channel and through other emerging platforms
- Mastery of office tools and design software (Word, Excel, In design, Photoshop, Canva, Open shot etc...)
- Expertise in photography, videography and editing skills to create multimedia content for our social media platforms
- Mastery of Microsoft Office & Cloud Computing Software including spreadsheets, word processors, databases, and digital communication tools (including social media)
- Familiarity with digital work management tools like Slack, Trello etc. is necessary
- Ability to develop and use tools for monitoring and evaluating an activity or project
- Excellent interpersonal skills
- Excellent writing skills

- Excellent organisational skills and time management
- Knowledge of social media platforms and marketing trends
- Ability to analyze and report relevant engagement metrics (social media, mailing, website analytics)
- Manage multiple and complex projects simultaneously.

Desired Language(s) and Proficiency

- Fluency in English (C1 Level) is essential
- A good command of French (B2 Level) would be a strong asset
- Fluency in Hindi & Marathi is a plus

To apply

CV and cover letter to be sent to Mr. Stéphane Doutrelant [director.mumbai@afindia.org] with Ms. Sheryn Mulla [sheryn@afindia.org] and Mr. Yadhukrishnan T M [culture.mumbai@afindia.org] in CC.

Important:

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