



## **Vacancy notification: Culture and Communications Coordinator**

### **About the Organisation**

Founded in 1980, *Alliance Française of Hyderabad* (AFH) is an Indo-French language training and cultural centre whose main objective is to promote and develop Indo-French cultural relations through:

- Offering French language courses. *Alliance Française of Hyderabad* provides online, on campus and hybrid French language courses and is the only official exam centre of DELF, DALF and TEF Canada exams.
- Organising cultural events which promote French and Francophone cultures and encourage Indo-French cultural exchange. *Alliance Française of Hyderabad* organizes a wide array of events each year (cinema, music, dance, theatre, debates, conferences, exhibitions, residencies etc.) on campus but largely 'outside the walls', in partnership with the leading cultural institutions of Hyderabad. Special attention is paid to establishing long-lasting partnerships with our cultural partners and to diversifying our target audience.

### **Job Description**

This role involves creating and managing public relations and marketing material such as press releases, blog posts, newsletters, posters 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 Director of *Alliance Française of Hyderabad*, the Culture and Communications Coordinator will be working from our Banjara Hills office to ensure the following functions:

- Managing and developing the organisation's communication tools and strategy, in particular on social media and website.
- Managing the website.
- 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 of Hyderabad* (Pedagogy, Culture, Mediatheque, Campus France, 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 of Hyderabad*.
- 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.
- Researching and analysing market trends.
- Updating and maintaining the database of Alliance Française of Hyderabad: relevant partners and stakeholders to promote activities, clubs, journalists, artists etc.

### **Qualifications**

- Minimum Bachelor's Degree mandatory.

### **Work Experience**

- Confirmed prior experience acquired in a job related to Culture, Community Management, Communication or Public Relations

### **Main Skills**

#### **Culture:**

#### 1. Development of the AFH's annual cultural events

- Online (Talks/Conferences/Artist Residencies/Workshops) and onsite organisation of AFH cultural events in collaboration with the institution's partners (Embassy of France, French Institute in India, Paris, Consulate of France in Bangalore, IFCCI Hyderabad, Campus France) and with other external partners like (NGOS, Missions, Universities, Schools, Hotels and Compatriots, Art Collectives, Museums, Galleries etc)

- Planning for the year's events in coordination with the Director of AFH

- Monitoring and reporting (collection of various media and press data, search for new opportunities, competitive and information monitoring, social networks, etc.)

#### 2. Management and development of partnerships

- Soliciting new partnerships with venues, artists, institutions, media, businesses, cultural agencies to ensure greater visibility of projects.

- Development of a sponsorship strategy with French companies and Indian private organisations
- Fund raising, beneficial collaborations and public engagements.
- Negotiation of partnerships, follow-up and perpetuation of links
- Development of press and media relations.

### 3. Implementation and logistical organisation of cultural events programmed by AFH

- Administrative, budgetary and logistical follow-up of AFH's cultural events
- Definition of the cultural communication strategy (production of the posters, banners, writing and programming of events on social networks, updating the website, etc.)
- Production of reports and follow-up documents for events
- Mobilisation and Recruitment and maintaining good working relationship with existing group of Volunteers and their constant supervision. The coordinator shall be responsible for the volunteer team.
- Welcoming artists and personalities, organising their stay, arranging city visits, liaising with service providers
- Excellent communication with the French Embassy, the French Institute of India and the network of Alliances françaises in India and abroad.
- Chairing and organising events for various clubs of AFH ex: Book Club, Club Français of AFH, Ciné Club, eventually Gastronomy Club, Coordinating Café du Monde with AF Chicago and other international AFs, etc.

#### **Communications:**

- Excellent digital community management skills: Facebook [page + group], Instagram, LinkedIn, YouTube channel and through other emerging platforms, this includes responding to comments and messages on these platforms in a timely and professional manner.
- Mastery of office tools and design software (Word, Excel, Outlook, Canva, any video editing software mandatory. Photoshop, InDesign etc desirable...)
- Expertise in photography, videography and editing skills to create multimedia content for our social media platforms

- 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.
- Familiarity with digital management tools like Slack, Trello etc. is desirable
- Community management and marketing on WhatsApp and Telegram.

#### **Desired Language Proficiency**

- Fluency in English (C1 Level) is essential
- A good command of French (B2 Level) would be a strong asset, but not mandatory. Willingness to learn French at AFH if not a French speaker at the time of application, would be expected.
- Fluency in Hindi or Telugu is essential to liaise with vendors.
  - This job entails working on evenings and weekends as per the event calendar.
  - Preference will be given to candidates staying in the 10km radius of our office or those willing to relocate to conditional accommodation provided by AFH.

#### **To apply**

CV and cover letter to be sent to Dr. Samuel Berthet [[director@afhyderabad.org](mailto:director@afhyderabad.org)].

#### **Important:**

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