

Social Media Executive

Full time fixed term contract – to start from
Monday, 2nd of September, 2024

Context:

The French Institute in India (IFI) is a service of the French Embassy in India whose mission is to promote cultural, linguistic, educational and academic exchanges and partnerships between France and India.

The French Institute in India is looking for a candidate for the position of “Social Media Executive” in Delhi. The candidate will be placed under the hierarchical authority of the Director of the Institute, Head of communications and his deputy. The candidate will work within the team based at the French institute in Delhi.

Job Profile:

As a Social Media Executive, you will work collaboratively with the Communications team of IFI and various departments of the French cultural, educational, and scientific network in India. Your primary responsibilities include animating and producing content for digital platforms, managing the organization's social media presence, creating and executing strategies, and engaging with the audience to boost brand awareness.

Additionally, you will assist the Digital media advisor in managing digital campaigns, overseeing everything from ideation to final execution and analysis to enhance the institution's online visibility.

Core Functions:

- Create and manage content for IFI and Campus France social media platforms (Instagram, Facebook, Twitter, LinkedIn, YouTube) focusing on culture, books, cinema, French language, and higher education.
- Ensure brand consistency across all social media platforms and produce regular performance reports.
- Engage with the audience by monitoring brand mentions, promoting user-generated content, and addressing comments and queries.
- Benchmark social media performance against similar institutions.
- Collaborate with various sectors and partners to gather content inputs (articles, photos, logos etc.).
- Stay updated on digital media trends and leverage new platforms to enhance IFI's digital footprint.
- Analyze data using web analytics to optimize digital referencing.
- Working with industry influencers for brand promotions.

- Translate content from French to English as needed.
- Support the publishing and dissemination of newsletters.
- Maintain and update IFI's database.
- Produce SEO-friendly content for IFI and Campus France websites.

Required Skills:

- Excellent content writing skills for digital platforms.
- Familiarity with social media sites and marketing trends.
- Proficiency with marketing platforms (MailChimp, Hootsuite etc.).
- Understanding of social media ads and influencer marketing.
- Ability to compile, analyse, and report engagement metrics.
- Ability to connect with diverse audience profiles.
- Strong time management skills and ability to meet fast and multiple deadlines.
- Autonomous, organized, and a great team player.
- Good knowledge of graphic design using creative tools such as Canva and Adobe Creative Cloud, as well as video editing skills.
- Knowledge of French and other Indian languages is desirable.

Qualifications and Experience:

- At least 3 years of experience in a similar role.
- Portfolio of past social media campaigns and design work.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint).
- Interest in culture, education, science, and arts.

Conditions:

- Some flexibility in working hours is required.
- Recruitment under a Fixed-Term Contract, starting from 02/09/2024, subject to a three-month probation period, that may be renewed once.

The application (CV + photo, cover letter in English and ideally in French) must be sent **before July 28th, 2024**, with the **subject " Social Media Executive"** to: jobs@ifindia.in

The French Institute in India is an equal opportunity employer. We welcome applications from individuals of all backgrounds and abilities and are committed to providing an accessible experience for candidates. Preference may be given to women and individuals from economically and socially disadvantaged backgrounds, provided they meet the job description requirements. At the French Institute in India, we do not tolerate harassment, coercion, sexual exploitation, or abuse in any form.