

**Alliance française du Bengale (AfdB) is recruiting a Communication in-charge (to be based in Kolkata)**

Location : Kolkata, India

**Joining date : August 2021**

Probation period : 6 months

**About the organization :**

Established in 1940 in West Bengal, Alliance française du Bengale is situated at the heart of Kolkata, Park Street inside the historic Park Mansion. Alliance française du Bengale is the official language and cultural centre overlooking the eastern and northeastern regions of India while operating from its office in Kolkata.

Founded in 1863, the Alliance française is now a cultural network of more than 800 bodies spread over five continents. Alliance françaises are also known as the local associations promoting French language, encouraging cultural and exchange of humanitarian experiences among France, French-speaking world and the host country. In India particularly, Alliance françaises have a network of 14 bodies and are affiliated to the French embassy in India.

**Mission :**

The main duties of a communication manager are as follows :

- Manage all social media pages of AfdB on various channels such as Facebook, Instagram, LinkedIn, etc
- Ideate and execute new marketing campaigns to promote French language courses
- Promote regularly held cultural events through online and offline modes of communication and marketing
- Run ads on social media time to time
- Update website (wordpress) content regularly
- Create and spread newsletters to our database promoting various activities at AfdB (email marketing)
- Coordinating with the national network of Alliance françaises on nationwide projects and maintaining healthy relationships with the network
- Create marketing materials and designs for promotions
- An additional knowledge of Google Adwords would be good

**Skills and competences :**

- Excellent communication skills (mailing, networking)
- Proficiency in Microsoft office tools, wordpress, mailchimp and sendinblue
- Excellent writing skills in English
- Knowledge of graphic designing (Canva, Illustrator, Photoshop preferably)
- Excellent command over spoken English

- Organizational skills and ability to work under pressure
- Teamwork spirit, positive outlook to sharing of values and exchanging of knowledge and skills within multi-cultural teams
- Knowledge of French language is a plus

**Personal qualities required :**

- Positive attitude to challenges and opportunities
- Sense of responsibility
- Proactivity at work
- Punctuality for work deadlines and assignments
- Curiosity to new experiences
- Ability to listen and be patient

**Job requirements :**

- Minimum Bachelor's level from a relevant field
- Flexibility in the working time
- Experience in a relevant field is a plus
- Knowledge of French language is a plus

Send your CV and cover letter (not more than one page) to :  
[communication.kolkata@afindia.org](mailto:communication.kolkata@afindia.org) and [director.kolkata@afindia.org](mailto:director.kolkata@afindia.org)

**Application deadline : 22 July 2021**

***NOTE : Only selected candidates will be contacted***