



Communication and Cultural coordinator position

SUMMARY

Location	Ahmedabad, Gujarat, India
Duration of contract	Permanent contract
Pre-recruitment internship	2 months not paid
Trial period	3 months paid
Starting date	July 2022
Languages	French, English, Gujarati

BACKGROUND

Alliance Française of Ahmedabad (AFA) has been created in 1981. Along with its Baroda branch, this institution is the only French representation in Gujarat. More than 3000 students learn French every year and more than 800 students go to study in France. AFA is a major actor of local cultural life. More than 90 events are organized every year: movies, conferences, dance shows, exhibitions, concerts, festival... broadcast French culture in whole Gujarat.

Beside its first duty of spread French language and culture, AFA is the core center of the French community.

Along with AF network in India, the AF Foundation in Paris, the Embassy of France AFA wants to reinforce its institutional image, its communication in Gujarat as the only International cultural Center and Official School of French language in Gujarat.

The objective is to spread the knowledge about AFA to:

- reinforce French culture in Gujarat,
- increase the AFA attendance (French courses and cultural events).

RESPONSABILITIES

1) Cultural Activities

- Coordination of cultural events with the network of Alliances Française's in India and the French Embassy
- Organization of regular events in our Alliance (cine-club, café philo, debates, concerts, exhibitions)



- Organization of cultural events out of Alliance with local partners like concert hall, cinemas, auditorium, AMC
- Creating new events with local artists to merge local and French culture

2) Communication Activities

- Communicate about our classes and events through insta, FB, website, whatsapp, mailing lists, and traditional media
- Implementation of the communication strategy by designing and broadcasting posters, contacting medias, writing ready to use press articles and photos, organizing press conferences, collecting articles about AF, gathering of audience, ...
- Organization of our Cineclub, Students' events, Café events, Library events.

3) Community manager and communication

- AF Website by working with Betanet, some Wordpress skills might help for day-to-day changes, update of contents and date base
- Using google forms to collect information and prospect for new students and public
- animating our Social Media, management of our YouTube channel
- Formalization of communication strategies with partnership (MICA)
- Participation to the construction of all our communication with AF/IF network

3) Découvrir (AFA bimonthly Magazine)

- Collection of content, text and images (AF course coordination, library, administration, branches, Campusfrance, partners, network, artists, France, etc.)
- Writing of text for cultural events
- Design and related aspects with InDesign and Canvas
- Proofreading and corrections
- Printing and follow up with the printer

REQUIRED SKILLS

- Interest in culture and good general knowledge
- Large autonomy, proactive, dynamic, persevering, creative
- Excellent organization capacities, multi tasking
- Fluent in English
- Good knowledge and use of InDesign, Canvas, MS Office, Word Press
- Social Networking Sites and Complete Insights (Instagram, Facebook, internet use)
- Blogging and Archiving

DESIRED SKILLS

- French (B1 Level or +), Reads, Writes, Speaks Gujarati
- Photoshop, film editing, Illustrator, MS Access

HOW TO APPLY

Send your resume and covering letter at ahmedabad@afindia.org

