

# **Alliance Française d'Atlanta**

## **Marketing, Communications and Cultural Programming**

### **Organization:**

Alliance Française d'Atlanta is a non-profit organization committed to the study of French language and cultural exchange between Americans and French speakers representing France and 50 Francophone countries in Africa, Asia, Europe, and North America. We offer French language instruction for all levels as well as cultural programs such as art exhibits, music, films, lectures and more.

**Position:** The Marketing, Communication and Cultural Program director is in charge of the corporate marketing of the organization, including the website, and the development, planning and organization of cultural and social events. S/he reports to the Executive Director of Alliance Française.

### **Qualifications:**

- Master or bachelor's degree in related field (communication, marketing)
- Excellent knowledge of the Atlanta community and its cultural institutions.
- Knowledge of French language and/or the Macintosh operating system.
- Excellent written and verbal communication skills, excellent computer skills including graphic design.
- Telemarketing ability, skilled in event-planning, follow-through, and coordination, results oriented.

**Experience:** Approx. 5 years in marketing, or event planning and organization (preferably for a cultural organization or Non-profit.) Experience in raising funds/attaining sponsors for cultural events.

### **Responsibilities and Key Competencies:**

#### **Communication:**

- Coordinate effective communication and public relations strategies: create and finalize all print materials, website information management and updates, newsletter.
- Coordinate relationship with the media: ensure AF's presence; maintain a durable relationship with Atlanta media outlets.
- Design, develop and edit Alliance Française corporate brochures, design and implement their dissemination strategy.
- Develop and manage membership drive (off- and online) retain and recruit old/new members.
- Represent Alliance Française and participate in local social and cultural events (including evenings and during week-ends).

#### **Marketing:**

- Develop and professionalize AFA's marketing activities towards a broader public, enlarging audiences for its cultural and social events, increasing school enrollment.
- Accountable for marketing of cultural events, ensuring a high visibility, locating and securing partners and sponsors.
- Implement social media campaigns

**Base salary & Compensations:** Full time position at Alliance Française.

\$32 000 per year plus a matching contribution of up to 2.5% of salary towards retirement and a \$200 contribution towards the purchase of health insurance

Three weeks paid vacation time, accrued on a monthly basis at 1.25 days/month

#### **How to apply:**

Send cover letter and resume to Helene Courault-Touré, via e-mail: [helene@afatl.com](mailto:helene@afatl.com).