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The French Institute in India is hiring a
Deputy to the Head of Communications
Fixed-term contract (CDD) from April 2, 2025

The French Institute in India (Institut Français India or IFI) is the section of the Embassy of France responsible for connecting and implementing Indo-French human exchanges. IFI implements various programs promoting academic and scientific exchanges, student mobility, and the French language and culture. It fosters links between artists, writers, publishers, scientists, professors, and film professionals and organizes festivals such as Bonjour India and French Rendezvous. IFI also coordinates a network of 15 Alliances Françaises across India. Through its Campus France Department, IFI provides free counselling services and facilitates student admission procedures for studying in France.

Position Overview:

Reporting to the Head of Communications, the Deputy will support the execution of IFI's communication and marketing strategy, with a strong focus on social media management and audience engagement. This role involves both strategic planning and hands-on implementation to ensure effective communication initiatives. The Deputy will oversee content creation, manage social media accounts, and lead digital marketing and promotional campaigns, assisted by a social media executive and a video editor-cum-production manager, while serving as the deputy lead.

Key Responsibilities:

Social Media & Digital Marketing

- Develop, manage, and execute IFI's social media strategy across platforms (Instagram, Facebook, X, LinkedIn, YouTube, etc.).
- Create, curate, and publish engaging content (posts, stories, videos, reels, and live sessions) that aligns with IFI's objectives.
- Monitor trends, analytics, and engagement metrics to optimize content performance.
- Implement paid social media campaigns and monitor their effectiveness.
- Engage with the online community, respond to queries, and manage online reputation.

Communication & Content Development

- Assist in designing and implementing communication plans in collaboration with IFI departments.
- Draft and proofread press releases, newsletters, website content, and promotional material.
- Oversee the production of communication collaterals such as brochures, posters, and flyers etc.
- Coordinate email marketing campaigns using CRM tools.

Media & Public Relations

- Maintain and develop relationships with journalists, influencers, and media partners.
- Assist in organizing press conferences and handling media outreach.
- Ensure consistent messaging and brand positioning across all channels.

Team & Project Management

- Supervise and guide the Social Media Executive, the Designer cum Production Officer, and the Campus France Communication In-Charge.
- Manage project timelines and ensure timely execution of communication initiatives.
- Collaborate with IFI partners, sponsors, and stakeholders to maximize communication impact.

Profile Required:

- 5-7 years of experience in communication, social media management, or digital marketing.
- Strong skills in content creation, copywriting, and community engagement.
- Proficient in modern communication tools with experience in AI-driven communication.
- Proficiency in social media analytics, paid ad campaigns, and CRM tools.
- Experience in team management and cross-functional collaboration.
- Ability to handle multiple projects in a fast-paced, multicultural environment.
- Knowledge of the French language is an advantage or willingness to learn.

Work Conditions:

Location: New Delhi

Contract Type: Full-time

Salary: To be discussed

To apply, please send your CV with a photo and a cover letter stating your motivation to work at IFI to jobs@ifindia.in with the subject line "***Deputy - Head of Communications***" before **March 20, 2025**. ***Only shortlisted candidates will be contacted for an interview.***