

Job Opening

Marketing & Communications Manager

Alliance Française de Lahore

The Alliance Française de Lahore, a leading cultural and educational institution promoting the French language and French culture in Pakistan, is seeking a Marketing & Communications Manager to lead its communication strategy and support the development of its activities.

Position start date: 30 March 2026

Location: Lahore, Pakistan

About the Alliance Française de Lahore

The Alliance Française de Lahore is part of the worldwide Alliance Française network present in more than 130 countries. It promotes the French language and intercultural dialogue through language courses, cultural programming, partnerships with universities and schools, and major cultural events in Pakistan.

Position Overview

The Marketing & Communications Manager is responsible for managing and strengthening the image and visibility of the Alliance Française. The position supports the promotion of French courses, certifications, cultural events, and partnerships, contributing directly to the development and growth of the institution.

Working closely with the Director and the different departments (courses, cultural programming, partnerships), the successful candidate will design and implement communication strategies that enhance outreach, engagement, and brand reputation.

Key Responsibilities

Communication Strategy

- Develop and implement the annual communication and marketing strategy in coordination with management.
- Define communication objectives and identify appropriate channels and audiences.
- Plan communication campaigns aligned with key cultural events and institutional priorities.

Content Creation & Digital Communication

- Manage the Alliance Française website and social media platforms.
- Create and supervise digital content (posts, videos, promotional materials).
- Ensure consistency with the visual identity and branding guidelines.

Media Relations & Public Visibility

- Maintain relationships with local media outlets.
- Prepare press releases, press kits, and organize press conferences.
- Monitor and manage the organization's online reputation.
- **Due to the nature of our cultural programming, the Marketing & Communications Manager will be required to attend most of the events (Social media coverage and media relations). This includes occasional evening and weekend work. A flexible "compensatory time off" or "overtime" will be applied to ensure a healthy work-life balance.**

Event Promotion

- Promote major cultural events, festivals, and language programs.
- Coordinate communication with partners, sponsors, and cultural institutions.
- Support the visibility of flagship initiatives such as festivals, exhibitions, and educational programs.

Monitoring & Evaluation

- Track communication performance indicators (reach, engagement, media coverage).
 - Conduct audience analysis and satisfaction surveys.
 - Improve communication strategies based on results and feedback.
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Profile

We are looking for a dynamic and creative professional with strong organizational and communication skills.

Required qualifications

- Bachelor's or Master's degree in communication, marketing, media studies, or related fields.
- At least 2 years of experience in communication, marketing, or digital media.
- Strong experience with social media management and content creation.
- Excellent written and spoken English.

Preferred qualifications

- Experience working in the cultural sector, education, or international organizations.
- Knowledge of graphic design tools (Canva, Adobe, etc.).
- Familiarity with digital marketing analytics and campaign monitoring.
- Interest in French language and culture.

Skills

- Strategic thinking and creativity
- Strong writing and storytelling abilities
- Digital marketing and social media expertise
- Event communication and coordination
- Ability to work in a small, dynamic team environment

What We Offer

- Opportunity to work in a vibrant international cultural environment
 - Involvement in major cultural events and projects
 - Professional development opportunities within a global network
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How to Apply

Interested candidates should send:

- CV
- Cover letter

to director@aflahore.org

Subject line: Application – Marketing & Communications Manager

Application deadline: 25/03/2025