



Alliance Française

*Kuala Lumpur - Malaisie*

## **Position: Marketing & Communication Officer**

### **Objective:**

Under the supervision of the General Director and in collaboration with the pedagogical and cultural departments of the Alliance Française, the Marketing & Communication Officer will be responsible for creating and implementing marketing and sales strategies aimed at attracting and retaining students, both on-site and online, as well as enhancing the visibility and positioning of our pedagogical and cultural services.

### **Alliance Française de Kuala Lumpur**

Created in 1961 and part of a global network spread across 130 countries, the Alliance Française de Kuala Lumpur is a cultural and educational institution dedicated to promoting the French language and Francophone culture in Malaysia. It offers a variety of French language courses, cultural events, and programs aimed at fostering cross-cultural exchange and understanding.

### **Job description:**

1. Develop and implement the annual marketing plan.
2. Define short and long term marketing objectives.
3. Contribute to institutional innovation through the diversification of the services portfolio.
4. Coordinate and monitor the website, social media (Facebook, Instagram, TikTok, etc.), newsletters, and internal communications.
5. Design communication materials (print, digital, and audiovisual) for educational and cultural activities.
6. Produce reports combining metrics from different sources (website, social networks, instapage, facebook ads, google ads, facebook analytics...).
7. Analyse and interpret data and results.
8. Measure the return on investment of digital initiatives.
9. Seek and/or strengthen alliances with official or private entities in collaboration with the Development officer.

**Requirements:**

- Minimum of 2 years' experience in the Marketing and Communication field
- Proficiency in handling digital marketing tools
- Data-driven approach for making informed decisions
- Comprehensive knowledge of e-commerce, social media, digital guidelines, email marketing, and online shopping platforms
- Expertise in Google Analytics, Facebook Analytics, and Facebook Insights
- Familiarity with Key Performance Indicators (KPIs)
- Excellent command of English (both verbal and written); proficiency in French is a plus
- Strong leadership skills with the ability to execute, delegate, and anticipate market trends
- Excellent interpersonal skills
- Innovative and proactive mindset
- Methodical, organized, and detail-oriented
- Ability to adapt and thrive in a changing environment
- Ability to work under pressure

Send your CV and cover letter to [marcom@afkualalumpur.org](mailto:marcom@afkualalumpur.org) and [coursedirector@afkualalumpur.org](mailto:coursedirector@afkualalumpur.org) by 22 July 2024