

## Marketing and Development Manager (Full-Time Position)

**Work Location:** Alliance Française de Pune, Campus Kala Chhaya, Pune

**Working Hours:** 40 hours per week – Monday to Friday

Deadline: July 20

Application to be sent to: [director.pune@afindia.org](mailto:director.pune@afindia.org) and [courses.pune@afindia.org](mailto:courses.pune@afindia.org)

### Main Responsibilities:

#### 1. Strategic Development and Partnerships

- Collaborate with the Courses and Cultural Departments to identify and develop new partnerships with companies, schools, and cultural institutions at both local and international levels.
- Conduct market studies to better understand learners' needs and obstacles, **anticipate emerging opportunities**, and propose adapted offers in coordination with the Courses Department.
- Develop strategies to promote French courses to a wide range of audiences (students, professionals, parents, seniors, etc.).
- Implement, monitor, and evaluate the actions defined within the strategic development plan.

#### 2. Event Planning and Promotional Activities

- In collaboration with the Culture & Communication and Courses Departments, organize regular open days and promotional events to attract new learners and partners and enhance the visibility of AF Pune.

#### 3. Digital Marketing and Advertising Campaigns

- In coordination with the Communication team, design and manage paid advertising campaigns (Google Ads, Meta Ads, sponsored social media campaigns, etc.) to maximize visibility and generate leads.
- Optimize the website's SEO to increase organic traffic.
- Plan, design, and implement targeted email campaigns to promote courses, events, and special offers.
- Analyze campaign performance (open rates, click-through rates, conversions) and propose continuous improvements.

#### 4. Sales and Reception Monitoring

- Supervise the front desk team: create contact databases, manage leads generated by marketing campaigns, and follow up on targeted calls.
- Ensure proper follow-up with prospects and clients to guarantee an optimal experience and strengthen engagement with future learners.

- Provide support for improving tools and processes related to front desk and client management.

## **5. Performance Analysis and Reporting**

- Measure and analyze the effectiveness of advertising campaigns, development initiatives, and the front desk team's performance.
- Prepare regular reports with concrete recommendations to enhance efficiency and optimize resources.

## **6. Student Retention**

- Conduct regular surveys with students and teachers to assess the quality of our offerings and satisfaction levels.
- Propose, implement, and evaluate initiatives to improve student retention.

### **Profile Sought:**

#### **Education and Qualifications:**

- Master's degree (or equivalent) in marketing, communication, business development, cultural management, or a related field.
- Certification in digital marketing is an added advantage.
- Minimum of 5 years of relevant professional experience required.

#### **Technical Skills:**

- Proficiency in digital marketing tools (Google Ads, Meta Ads Manager, etc.).
- Solid understanding of SEO/SEM principles.
- Strong ability to analyze data and present clear, actionable reports.

#### **Soft Skills and Personal Qualities:**

- Proactive and autonomous.
- Excellent interpersonal and communication skills; diplomacy and team spirit.
- Strong organizational skills and ability to manage multiple projects simultaneously.
- A genuine interest in the French language, education, and intercultural exchange.
- Excellent command of spoken and written English is essential; proficiency in French is a valuable asset, as is prior knowledge of the Alliance Française network in India.