



Alliance Française

Chicago

## Brand Specialist – part time

Come help promote French language and culture in the heart of Chicago!

### About the Alliance Française de Chicago

The Alliance Française de Chicago is a 501[c] [3] non-profit organization. Located in downtown Chicago, Illinois, our mission is to be Chicago's center of French language and French speaking cultures – to promote exchange, understanding, and friendship between Americans and French speaking people — including those from Europe, Canada, Africa, the Caribbean and the Middle East – a world of 220 million French speakers. Through study of another language and its associated cultures, we help to develop a global view of the world.

### Description

In conjunction with Directors and department heads, our Brand Specialist will develop an effective marketing strategy across all platforms and spaces: digital, social media, emails, but also traditional avenues such as radio and print.

One of his/her chief goals will be to cultivate brand awareness and grow our following while coming up with innovative and low cost methods to reach a larger audience in order to increase enrollment revenue and attendance at public programs.

He/she will also act as a community manager, harmonizing all our different outlets to preserve and boost the identity of our brand through our communications, messaging and promotional enterprises.

Finally, the candidate will be performance oriented and will keep track of their results by gathering and sharing metrics with the rest of the team.

Tasks include but are not limited to:

- create and edit content/ copy writing
- produce promotional material
- update our website
- strategically post on social media
- hold weekly meetings to review, fine-tune and adjust strategies and tactics
- act as a project manager, carrying out marketing projects and campaigns from A to Z
- mentor an intern

**Required degrees and experience:**

- A bachelor's degree in marketing, advertising or communications
- And / or 3 years of direct experience in the field in a strategic/creative role
- Social Media Marketing experience including blogging, Facebook, Instagram, Twitter, Pinterest, and YouTube

**Necessary skills:**

- Proficient in Adobe Creative Cloud (InDesign and Photoshop mainly)
- Proficient in Office 365 (Power Point, Excel, Word)
- Experience with Wordpress
- Experience with Google analytics and Google Ads Campaigns
- Experience with HTML

**Personal qualities:**

- Proactivity
- Reactivity
- Flexibility
- Organizational skills.
- Self-reliance
- Multitasking abilities
- Problem solving
- High sales acumen
- Ability to be a great story teller
- Knows how to share progress and expertise
- French is not a must (but it is a nice plus and can be helpful for this position)

**Perks:**

- Responsibilities, autonomy and true ownership of assignments
- A chance to be a part of a growing department and build your portfolio to establish your name
- An international work culture
- Free language lessons at Chicago's finest institutions for French, Italian, Spanish, German and Japanese

**Hours per week:** 25-hour a week part-time position.

**To Apply:** Please send a resume/CV and a cover letter that includes your availability to: [hr@af-chicago.org](mailto:hr@af-chicago.org)