



About the Alliance Française of Washington, DC (AFDC):

The AFDC is a non-governmental, non-profit, organization with a 501 (c) 3 status. As such it does not receive any funds from the French government or any other government. It is one of the 850 AF chapters in the world and one of the 114 chapters established in the USA. Its mission is to promote the French language and culture as well as Francophone cultures to a largely American and international public who wants to learn French and/or wants to learn more about the culture. The AFDC serves as the French language and cultural center in the Nation's Capital.

Please refer to the website: www.francedc.org to learn more about the organization.

COMMUNICATION COORDINATOR

The Communications Coordinator, reports to the Executive Director.

Summary: The Communications Coordinator will help review, develop and implement the AFDC's communication strategies toward the general public, the press, and the communities of the greater Washington, DC area. The Communications Coordinator will collaborate with the AFDC's Education, Library, and the Executive Assistant as well as with the President of the Board under the supervision of the AFDC's Executive Director

Responsibilities include but are not limited to:

- Continuing development of communication strategies and communication calendars
- Writing press releases for the organization at large and/or specific departments
- Initiate calls as well as follow-up calls with French and American Press
- Establish press schedule with the ED; implement, supervise and adhere to it
- Organize meetings with the press if needed, especially for the 70th anniversary (breakfasts, presentation of events, of the organization, etc.)
- Develop and maintain a reporters' database and regularly update it
- Contact journalists for AFDC's events
- Create press kit for AFDC
- Maintain AFDC's press coverage file
- Maintain AFDC's website
- Collaborate across departments on various communications projects to support the vision of the organization
- Direct member requests to appropriate staff members and ensure timely response
- Manage creation, distribution, and maintenance of all print and electronic materials, under the ED's supervision and approval including:

- Weekly e-newsletters for an external audience of members, partners, and supporters
- Brochures and postcards for all departments according to calendar and aiming at providing members with information about upcoming events, and effectively marketing the educational programs to diverse audiences through online, print, and in-person channels (to be done collaboratively with all heads of department and under supervision and approval of the ED)
- Brochures about our Outreach Programs to be sent to all donors twice a year and uploaded on website
- Annual report for donors and other supporters
- Marketing, development, and solicitation materials, as needed
- Consistent and engaging postings and conversations on social media outlets, including Facebook, Twitter, LinkedIn, and YouTube, as appropriate and according to communication calendar
- Maintain and update the organizational website with event announcements, photos, news articles, newsletters, press releases, etc
- Press releases, as needed
- Event announcements, invitations, programs, and signage
- Write development documents, including fundraising proposals, publications, and communication materials (cultivation, solicitation, and donor acknowledgment letters)
- Submit regular reports on communications activities, engagement levels, and progress
- Work with other staff members to prepare for events to ensure that all communications are accurate and consistent
- Work with leadership to identify media opportunities and implement campaigns around key programs and issues, including monitoring media cycles and updating media lists
- Take photos and films at cultural events and any other events if needed.
- Assist with other projects as needed

Profile

The ideal candidate should fulfill the following requirements:

- **Bilingual French- English with excellent writing and communication skills in both languages.** Should have a good knowledge of classical and contemporary French culture and of French and American societies.
- **Team –spirit, sense of initiative, ability to cope with high – stress environment and difficult customers.**
- **Strong communication and organization skills:** multi-task abilities; able to work under pressure to meet numerous deadlines; must be attentive to details and see the big picture.
- **Excellent interpersonal skills**
- Capable of creating and maintaining a network of vendors for events and the organization’s needs (in collaboration with Executive Assistant)
- **Knowledge of effective marketing and communication strategies**

- **Knowledge of the organization's identity, mission, vision, goals and direct competitors**
- **Computer skills:** word processing, Excel, PowerPoint, web page work, internet research, layout work (Adobe PageMaker, Microsoft Publisher), e-mail (Microsoft Outlook); some basic html is a plus
- **Capable of thinking creatively and analytically.**
- Efficient time-management skills
- Able to conduct independent research into target market.
- Able to work long hours when needed, included but not limited to: weekends.
- Able to lift 50 pounds.
- **Hours: 10:00am – 6:00pm. On weekdays with events, the Communications Coordinator must be at work until 10pm. The position requires work on some weekends and extended hours around the time of major events.**

Qualifications:

- Bachelor/master's in marketing, Communications, English or Journalism, or the equivalence in work (2 years of experience in all responsibilities described above)

Salary Range: \$35K ; generous vacation and holiday package; health insurance (medical, dental and vision); transportation stipend as per DC Transit Ordinance Law

To Apply:

Send you resume, letter of motivation (both documents in English), plus a sample writing (press release preferred) in both English and French, a list of a minimum of three professional references that reflect your multicultural skills and experience.

To: director@francedc.org

Deadline to apply: until filled.

Please do NOT call. Only the candidates whose application will be retained will be called for interviews.

There may be up to 2+ interviews. The interviews will be conducted in English and in French. All references will be checked.

Position to be filled by: asap

Interviews will start the week of August 8.