



About us

The Lycée Français International de Delhi is a French accredited school belonging to the AEFE network (Agency for French Education Abroad). All levels are offered, from the Tout Petite Section (from 2 years old) to the Terminale (18-year-old).

We welcome students of 50 different nationalities, which gives this school a unique cosmopolitan environment.

What we need

We are seeking to hire a Communications professional to lead Communications & Marketing for Lycée Français International de Delhi. This would be done through a strategic approach, that builds the LFID brand, using various available digital marketing tools, and that is modified for differentiated groups like news media, social media, general public, parents, internal audiences outside and inside India.

The role will report to the Principal of LFID in New Delhi, and work closely with the wider organisation.

Designation

Head, Marketing & Communications

Job Description

To perform this job successfully, the candidate should be able to promote the LFID to the LFID's community of students, parents, and friends, as well as externally: institutional communication and marketing. As a result, the candidate significantly contributes to the acquisition of new parents and families, particularly Indian ones.

Writing Content

- The candidate maintains communications with key stakeholders through regular mailings and newsletters
- Creates high-quality, well-written, and visually appealing content to positively influence various audience sets. Content may include blogs, brochures, articles, infographics, opinion editorials, videos, social media content, reports for parents, and other general reports.
- The candidate should be a storyteller and possess the ability to draft press releases with key strategic messaging for Media and other stake holders.
- Oversees the production of marketing materials, including graphic design projects from conception to completion and serves as a brand liaison to maintain a consistent brand voice, vision, and style.

Social Media

- Oversees the school's digital and social media strategy, considering the changing digital landscape and offering innovative suggestions to improve the organization's social presence. Based on the data and metrics given, analyses, synthesises, and course-corrects.



- The candidate produces creative visual content for the social networks on which the LFID is present (Facebook, Instagram, YouTube, LinkedIn, etc.)
- Assist with paid media plans for both offline and internet advertising, like; Magazines, Hoardings, etc.

Website

- The candidate will manage the Lycée's website content, and work closely with the developer to supervise technical maintenance

Events

- The candidate plans and executes an event calendar which would include reports, articles, op-eds, press releases, social media influencer school visits, blogs, etc.
- The candidate will oversee and organize events that will make an impact on the target audiences.
- The candidate will ensure events are successful and cost effective, paying attention to budget and time constraints and the larger objective of the event.
- The candidate may be called upon to liaise with Public Relations agencies, to further the communication needs of the establishment
- Support alliances and partnerships with like-minded brands or businesses to help the school boost awareness and gain popularity

Competition Mapping

- The candidate monitors competing establishments in India, and French establishments abroad for relevant learnings

MISC

- The candidate advises leadership on how to use Communication to make an impact with audiences effectively
- The candidate uses metrics and measurement tools to analyse the impact of various communications; making modifications where necessary.
- Leads assignments to support the school's strategic goals; provides marketing activity suggestions to boost revenue.

Skills required

- Ability to think strategically and execute methodically
- High level of cultural awareness and emotional intelligence,
- Excellent editorial sense, copywriting, and storytelling skills, as well as strong verbal communication skills in both French and English
- Proven ability to create Press Releases for network dissemination
- Ability to collaborate, and network across the organization
- Proven capability to create powerful, high-quality, relevant, audience-centric communication pieces



- Advanced listening and interpretation skills
- Creative, innovative thinking
- Strong influencing abilities, especially influencing without authority
- Exceptional attention to detail, organizational skills, and ability to multi-task and prioritize
- Excellent project management, problem-solving abilities
- Strong deadline-orientation and ability to work under tight deadlines and manage time accordingly
- Digital Photography, Videography and photo and video editing skills – good to have
- Proficiency in graphic design and DTP tools – good to have
- Knowledge of SEO, SMO basics, Google Ads, Analytics etc – good to have
- Ability to measure the impact of communications on different platforms – good to have

Academic / Work Experience Required

- Bachelor's or Master's degree in Journalism, Communications or Public Relations, or equivalent work experience
- Minimum 4 years in Public Relations, French/English Media, or Communications.

Other Important Terms:

- A certain flexibility in working hours is required.
- Recruitment is on a 1-year, renewable contract.
- Probation period: 3 months.
- The candidate must be in good standing with Indian immigration regulations to work (work permit, OCI card, etc.)
- Should be fluent in French (oral & written) and English
- Only selected candidates will be contacted.

Work Location

LFID
2 APJ Kalam Road
New Delhi 110011

Hours

Full time - 39 hours per week

Salary

Annual CTC INR 15-18 Lacs

Reports to

The Principal of LFID, and works in close collaboration with the Office of the Association of Parents of Students.



What We Offer

Diverse and inclusive culture: You will be embraced for who you are, and empowered to use your voice to help others find theirs.

How to apply:

Please send an application to jobs@lfdelhi.org. Kindly include CV, Covering Letter, Portfolio, if any.