

Job Title:       **Communication and Marketing Coordinator**

Reports to:     The Director

Location:       Alliance Française Wellington

                    Level 3 Old Dominion Building

                    78 Victoria Street, Wellington

Contract:       Part Time, Permanent

Hours:           20 hours per week

Start Date:     20 January 2026

*Candidates must hold a valid work visa or residency status allowing them to work in New Zealand.*

The Alliance Française is a worldwide, non-profit network of associations dedicated to promote French language and culture abroad.

The Alliance Française Wellington is one of New Zealand's largest and oldest associations.

Over 1000 students and members are currently enrolled at the Alliance Française Wellington.

We are looking for a highly organised and customer focused Marketing and Communications Coordinator with particular expertise in marketing, social media, creation of e-newsletter content and online analytics, with great communication skills and a passion for all things French. This role requires a high level of written and oral proficiency in both English and French.

### **Communication and Marketing Coordinator**

- Develop the Alliance Française marketing strategy, create and implement communications plans in collaboration with the Director.
- Manage the editing, design and layout of Alliance Française Wellington *Oncord* website ensuring all information, images and content are up to date with appropriate translation in French when necessary.
- Designing communication materials using design software (knowledge of Canva preferred).
- Manage the production of regular e-newsletters and editorial content in English and French.
- Manage the social networks including Facebook, Instagram, LinkedIn, etc. with appropriate translation in French when necessary.
- Content creating for said social networks (posts, stories, reels, events, giveaways, etc.).

- Manage the Google Ads campaigns (paid and grants) and create blogs content for the website
- Build and develop relationships within the Alliance Française Wellington network of commercial partners, and in relevant social media communities.
- Work closely with the Director and administrative team to manage and co-ordinate regular cultural events (knowledge of Eventbrite a plus).
- Produce statistic reports on overall marketing efforts.
- Assisting with answering to general enquiries, emails, taking payments and general administrative work.
- Answering customer queries in both French and English, written and verbal.
- Assisting with the organisation, set-up and documenting of functions held outside of office hours (including weekends) on a volunteer basis (film nights, workshops, cultural events, etc.).

And any other reasonable duties required by the Employer from time to time.