



Marketing Manager

Join the place for all things French in 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 Francophone cultures. We aim 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 Chicagoans to expand their view of the world.

Role Overview

In conjunction with Senior Leadership, program teams, and the Brand Specialist, the Marketing Manager will develop and execute a holistic marketing strategy across all brand platforms: digital, social media, video, email, radio, and print.

This role will cultivate brand awareness and grow our following through innovative and effective methods to increase enrollment revenue and attendance at public programs.

The Marketing Manager will also act as a community manager, harmonizing our communications to preserve and boost the identity of our brand.

Finally, the candidate will be performance-oriented and will monitor and evaluate campaigns and summarize results for the rest of the team.

The location for this position is on-site in Chicago, Illinois.

Responsibilities:

Marketing Strategy



Alliance Française

Chicago

- Develop and execute organizational marketing strategy and brand story with support from senior leadership, Brand Specialist, and program team
- Drive revenue and attendance for AF Chicago programs and classes
- Produce relevant campaigns and campaign materials for various departments in a timely, efficient manner
- Establish departmental goals and targets with directors
- Oversee editorial calendar, including social media, email marketing, and ads
- Collaborate across teams to manage priorities and deliver results

Content & Community-Building

- Maintain website and liaise with web vendors on design projects
- Create new, relevant content for campaigns, events, and brand awareness
- Ensure all communications materials adhere to brand guidelines and story
- Build partnerships to increase brand awareness
- Conduct social listening, focus groups, and survey distribution as needed
- Gather original and user-generated content to share on social media

Project Management

- Lead marketing meetings on a weekly basis to track against objectives
- Synthesize results and regularly report on campaign outcomes
- Manage a marketing intern
- Additional special projects as assigned

Required Qualifications:

- 3+ years of experience in digital and print marketing, content marketing, social media, or similar
- Bachelor's degree in marketing, advertising or communications
- Interest in Francophone culture and language
- Proficiency in social media tools, including Facebook, Instagram, Twitter, Pinterest, TikTok, and YouTube
- Proficient in graphic design software (InDesign, Photoshop, Illustrator, or Canva)
- Working knowledge of Office 365 (Power Point, Excel, Word), Google Suite, Google Analytics/Ads
- Ability to work on-site in Chicago



Preferred Qualifications:

- Proficiency in French or willingness to learn
- Experience in educational or cultural institutions
- Skilled at storytelling and long-form content
- Video content production a plus

Perks:

- Benefits (401k, medical and dental, vacation time)
- Responsibilities, autonomy, and true ownership of assignments
- A chance to be a part of a growing department and build your portfolio to establish your professional experience
- Free language lessons at Chicago's finest institutions for French, Italian, Spanish, German

Specs:

- 40 hours a week, full time position, \$50-55K/year
- Reports to the Executive Director with support from the Learning Center Director

To apply please send a resume/CV and a cover letter to hr@af-chicago.org before December 3rd. Applications will be reviewed on a rolling basis.