

## Job Offer: Communications and Audiovisual Projects Officer

### Alliance Française de Banjul

#### About Us

Alliance Française de Banjul (AFB) is a linguistic and cultural center dedicated to intercultural events, innovation, and creativity. Serving the Gambian community, AFB offers courses and activities in French and local languages while supporting local and Francophone arts and cultures. Founded in 1948, it is one of the oldest non-profit organizations in The Gambia, recognized for its commitment to quality education and support for culture and creation.

The Alliance Française de Banjul works to:

- Promote the French language through courses and internationally recognized exams (DELF/DALF)
- Promote French culture and Francophony through various programs in our spaces, including an outdoor theater, incubator, and conference room.
- Foster access to public reading and encourage curiosity and debate within our library.
- Encourage intercultural exchange and entrepreneurship.
- Support Gambian culture and artists.

#### Missions of the communication officer :

Under the responsibility of the director of AFB and in coordination with various departments (Courses, Incubator, Culture, Library, Campus France & partnerships with schools), the Communications Officer plans, coordinates, and implements all communication actions. He/She will work closely with colleagues in cultural programming, library services, and Campus France, as well as a technical and teaching team of about twenty people..

#### Key Responsibilities:

- **Strategy:** Define and implement the communication strategy for the AFB in agreement with Management.
- **Visibility:** Increase the organization's visibility through this strategy.
- **Content Creation:** Design and distribute all promotional materials (leaflets, posters, visuals, videos, interviews, etc.) while respecting the brand identity.
- **Social Media:** Manage and develop social platforms (Instagram, Facebook, TikTok), including the editorial calendar and daily posts.
- **Digital:** Optimize the website (Wordpress) including SEO, content updates, and occasional HTML coding.

- **Public Relations:** Manage press relations and maintain contact lists/newsletters (Email, WhatsApp) up to date.
- **Audiovisual & Events:** Manage the monthly cinema night, and assist with cultural missions such as artist residencies, panel moderation and event management.

### **Potential Evolution**

Depending on the candidate's profile and involvement, this role may evolve toward broader responsibilities in cultural coordination, including programming, partnerships, and event moderation.

### **Requirements**

- **Education:** Bachelor's or Master's degree in Communications preferred (or Marketing/Journalism).
- **Languages:** Mandatory proficiency in French and/or English; knowledge of a local language is an asset.
- **Skills:** Strong writing skills and proficiency in graphic design/video tools (Canva, Adobe, CapCut) and Wordpress.
- **Soft Skills:** Initiative, creativity, teamwork, autonomy, flexibility, and punctuality.
- **Experience:** Previous experience within an Alliance Française or a cultural/educational institution is appreciated.

### **Offer Details**

- **Contract :** Local contract starting February 1, 2026, renewable for one year.
- **Schedule :** Full-time (40h/week), Monday to Friday, 9:00 AM – 6:00 PM (with some evening flexibility for events).
- **Salary :** Based on Gambian salary scales (Currency: Dalasi / GMD), depending on profile.
- **Leave :** 5 weeks (25 days) annually.
- **Location :** Serrekunda, The Gambia.

### **How to Apply**

Please send your CV, cover letter, and recommendation to **Mme Amandine Greneche** (afbanjulcc@gmail.com) and **Mme Marion RAY-ESSIEN** (directionafbanjul@gmail.com).

**Application Deadline:** January 18, 2026.