

Cultural and Communications Assistant

Location: Alliance Française de Sydney

Type: Full-time

Start date: October 2025

The Alliance Française de Sydney is seeking a passionate and dynamic Cultural and Communications Assistant to join its team.

As an independent, not-for-profit organisation, the Alliance Française de Sydney (AFS) has been promoting French language and Francophone cultures for over 130 years. With a strong presence in the heart of Sydney, we offer a wide range of French language courses, cultural events, and services to a broad community of learners and enthusiasts.

Part of a global network of 824 Alliances Françaises in 138 countries, AFS is proud to be the leading French language school in Sydney and a vibrant cultural hub. Since 1989, we have also organised the Alliance Française French Film Festival (AFFFF), one of Australia's most prominent and well-attended foreign film festivals.

About the Role

Join us as a Cultural and Communications Assistant and take an active role in promoting French culture and strengthening community ties. In this multi-faceted position, you will manage communications and digital engagement in liaison with our marketing Coordinator, support the organisation of cultural events, and contribute to growing and enriching our member community.

This is an ideal opportunity for someone passionate about culture, communications, and community development, looking to gain hands-on experience in a dynamic and bilingual environment.

Key Responsibilities

Communications

- Contribute to the development and execution of communication and marketing strategies for AFS courses and cultural programs
- Create and update engaging promotional content (visuals, newsletters, website, and social media)
- Manage the editorial calendar and ensure consistent branding across all platforms
- Monitor and manage social media accounts, responding to messages and engaging with followers

Cultural Events

- Assist in the planning and delivery of cultural events and exhibitions (logistics, scheduling, on-site support, volunteer coordination)
- Support the Alliance Française French Film Festival Sydney team (sponsor liaison, event logistics, guest and venue coordination, etc.)

Community & Membership Development

- Help develop and implement strategies to grow and retain our membership base (offers, benefits, campaigns)
- Support and develop partnerships with local businesses, cultural institutions, and community stakeholders
- Identify new partnership opportunities and assist in preparing tailored proposals
- Provide occasional assistance in the media library and support member engagement activities

Your Profile

- Master's-level student or recent graduate in communications, cultural project management, event management, or related fields
- Previous experience in a similar role (cultural institution, NFP, communications, or events) is a strong advantage
- Deep interest in Francophone cultures, the French language, and cultural event organisation

Skills & Requirements

- Excellent written and spoken English (minimum B2+); French is an asset, but not required
- Strong knowledge of digital communications, marketing tools, and social media platforms (algorithms, trends, best practices)
- Excellent editorial skills and ability to create engaging, audience-appropriate content
- Strong organisational and multitasking skills
- Proficiency in graphic and digital tools such as Canva, and ideally the Adobe Suite (InDesign, Photoshop, Illustrator, Premiere)
- Ability to work both independently and collaboratively in a multicultural and bilingual team environment

This position offers the chance to be at the heart of Sydney's French cultural scene, contribute to impactful projects, and grow professionally in a supportive and dynamic team.