

COMMUNICATIONS ASSOCIATE JOB DESCRIPTION

POSITION: Communications Associate

LOCATION: Dokki, Cairo, Egypt

WORKING HOURS: 9am – 5pm, Sunday - Thursday

REPORTS TO: Marketing and Communications Officer

TERMS: Full-time, salaried with benefits

ABOUT EDUCATION FOR EMPLOYMENT EGYPT

Education for Employment Egypt (EFE-Egypt) is a non-profit, non-governmental organization registered with the Egyptian Ministry of Social Solidarity to provide market-driven training programs for unemployed and underprivileged Egyptian youth. Through private sector partnerships and an annual market needs analysis, EFE-Egypt creates original curricula and delivers training programs that respond directly to market needs and the needs of the private sector. EFE-Egypt coordinates with employers to offer pre-committed job opportunities to graduates of its training programs. To date, over 80 percent of EFE-Egypt's job-track graduates have been placed in a full-time job in the private sector.

EFE-Egypt is part of a network of a locally-run EFE affiliates in Egypt, Jordan, Morocco, Palestine, Tunisia, Saudi Arabia and Yemen, along with "global hub" support offices in the USA, UAE, and Europe.

OVERVIEW

The Communications Associate is mainly responsible for establishing a stronger branding image for EFE-Egypt. S/he will coordinate important visibility projects; manage the EFE-Egypt brand presence on social media and digital platforms, draft and design marketing outreach, and support on additional communications initiatives and events.

RESPONSIBILITIES

Under the direct supervision of the Marketing and Communications Officer, Communications Associate will be responsible for:

- Overseeing EFE-Egypt social media daily activities and engagements in collaboration with the social media intern;
- Developing a social media strategy;

- Overseeing a weekly social media content plan created by the social media intern in order to ensure the maintenance of a consistent brand personality in terms of (tone of voice, language, persona and purpose);
- Co-creating a monthly social media report in collaboration with the social media intern;
- Planning and organizing brand awareness events and campaigns;
- Communicating with EFE affiliates by joining a bi-weekly communications departments' group call;
- Creating and collecting an archive that includes EFE-Egypt alumni success stories;
- Developing and implementing new communication methods with EFE-Egypt participants and alumni to build a stronger relationship;
- Contacting photographers, videographers and graphic designers for media production and overseeing their work to ensure quality and brand consistency;
- Performing other related duties as requested.

CANDIDATE PROFILE & REQUIREMENTS

- Bachelor's degree (mass communication is a plus)
- 1-3 years of experience in social media marketing, public relations, or brand management
- Basic design (Adobe Suite), photography and video editing skills
- Proficiency in spoken and written English and Arabic
- Highly reliable, creative and energetic
- Self-motivated and ability to take initiative and work in teams
- Strong computer proficiency (Microsoft Windows and Office)
- Prior experience in event organization is preferred
- Previous community service experience is an asset

APPLICATION INSTRUCTIONS

Candidates should submit a resume or CV (maximum two pages) and a one-page cover letter outlining their experiences and desire to work in a youth employment non-profit organization in English to: jobs@efeegypt.org. Email subject should read: "Communications Associate Vacancy." Candidates may expect to be contacted by email within five working days. Follow-up interviews will be scheduled for shortlisted applicants on an individual basis.