

Position Name (Title) :	Communications Advisor	Position Level:	9
Reporting to (Title) :	Partnerships & Communications Manager	No. of Direct Reporters:	None
Version:		Sector /Department/Section :	

Position Reporting Lines



Main Job Purpose

Maintain CARE Egypt Foundation image vis-a-vis its stakeholder, partners and general public. Support the CARE Egypt Foundation in promoting and marketing its programs, projects, activities...etc., via all the on-line and offline channels and means of communication and ensuring a strong win-win media relations, while ensuring the implementation of the proper organizational branding.

Objectives

- Increase the foundation online visibility
- Assist Programs to produce best quality and brand compliance communication tools
- Ensure well presentation of the foundation public image in online and offline communication channels
- Ensure establishment and maintaining good win-win relations with the media
- Assist in developing interactive and innovative foundation marketing and visibility products.

Accountabilities

- Manage the CARE Egypt Foundation social media outlets (FB, Twitter, Youtube...etc.) and provide regular updates and insights to SMT with recommendations for increasing outreach and visibility
- Manage the website updates and develop a creative facelift of the website design whenever needed.
- Develop and implement CARE Egypt Foundation's annual Communication Plan in alignment with the Programs' needs and the organization's objectives, including activities, products, means, audience...etc.

- Develop, with internal and external support, CARE Egypt Foundation level (online and offline) communication and marketing materials
- Gather assets for communications material including photography, videography and first-person interviews to create success stories and social media posts to reflect on the organizations achievements
- Provide support to CARE Egypt Foundation's staff and partners' in media communication, basic photography and ensure their compliance with the foundation branding.
- Develop and maintain a Photography archive, with regularly updated photos ss per CARE Egypt Foundation image branding policy
- Ensure the adherence of CARE Egypt Foundation online and offline presence to the foundation branding guidelines.
- Establish good relations with prominent journalists, and media agencies to ensure adequate visibility of the CO within the media
- Manage the CARE Egypt Foundation documentary production activities to ensure foundation branding and context sensitivity.
- Coordinate production of publication from content, design to printing while ensuring all printings and visibility material are compliant with CARE branding guidelines, including annual reports, success stories booklets, infographic posters...etc
- Drafting press releases, statements, articles and speeches in both Arabic and English.

Position Relationship with Other parties

<u>Internal Relationship</u>	<u>External Relationship</u>
<ul style="list-style-type: none"> • Initiative Managers • Field Supervisors • Program Assistants • ICT unit • 	<ul style="list-style-type: none"> • Publishing and marketing agencies • Communication coordinators in other INGOs or NGOs or corporate companies • RMU and other MENA region Cos • Photographers, videographers, graphic designers • Printing houses • Partners and donor associations

Working Environment

The position follows the normal working environment of the organization.

Indoor: 60%

Outdoor: 40%

Working Hazard: low

Working Days: 5 days

Days Off: 2 days

Working Hours: 8 hours per day

Position Dimensions

POSITION DIMENSION	
Level of Authority	Minor Judgement Within Guidelines
Budget Control	No Budget Control
Budget Amount	No Budget Control
Hiring Authority & Promotion	Coach New Employees
	Supervises One Employee
	Recommend Supervised Employees for Promotion
	Approve Hiring New Employees
Consequence of Error	Impact Own Team
CARE Skills	Level 4

Job Requirements

Education:	BA in Marketing/journalism/mass communication
Experience:	4:7 years of experience
Computer Skills	MS Office Digital Visualization, and video Shooting skills are preferred
Languages:	<ul style="list-style-type: none"> • English • Arabic

Reports

Signatures

		Date
Employee		
Manager		
Human Resources		
