



Position Name (Title) :	Communication Assistant	Position Level:	Grade 7
Reporting to (Title) :	Communications Advisor	No. of Direct Reporters:	
Version:	1	Sector /Department/Section :	Partnerships and Communications

Position Reporting Lines



Main Job Purpose

- Works closely with communications advisor to create engaging content for CARE International in Egypt social media presence, including keeping social media channels updated and brand-focused, and seeking out new social media avenues and ways of connecting with audiences.

Objectives

- Lead the implementation of social media strategies and campaigns to expand our reach and impact through social media channels that synchronize with main project activities, events and international days
- Moderate social media channels, including Facebook, Twitter, and other relevant platforms.
- Engages in social media presence creation on new and emerging social media platforms.
- Produce creative designs aligned with Care standards.
- Covering field activities and events which include photography and videography.

Accountabilities

1. Creates dynamic written, graphic, and video content



2. Creates content that promotes audience interaction, and encourages audience participation.
3. Moderates social media communications, and respond to comments and interact with followers to best develop our online communities
4. Uses timelines and scheduled content, including creative graphic designs to create a consistent stream of new content for audience interaction while analysing, managing, and altering schedules where necessary to optimize visits
5. Produce regular reports on social media performance, Analyses and reports audience information and demographics, and success of existing social media projects BY use of Google Analytics (or similar) to produce reports on referrals to the organization website and conversions attributable to social content.
6. Ensure that all content on our social media feeds aligns with organisational, and specific project strategies.
7. Identify key social influencers who we can engage with.
8. Maintain a strong knowledge of developments, innovations, and new tech in social media and identify any that may be of benefit/interest to the organization.
9. Other reasonable duties may be required consistent with the grade of the post.

Position Relationship with Other Parties

<u>Internal Relationship</u>	<u>External Relationship</u>
<ul style="list-style-type: none"> • Other projects' teams 	<ul style="list-style-type: none"> • Vendors

Working Environment

The position follows the normal working environment of the organization.

Indoor: 50%

Outdoor: 50%

Working Hazard: Low

Working Days: 5 days

Days Off: 2 days

Working Hours: 8 hours

Position Dimensions

POSITION DIMENSION	
Level of Authority	Execute Assigned Duties
Budget Control	No Budget Control



Budget Amount	No Budget Control
Hiring Authority & Promotion	Does not Coach New Employees
	Does Not Supervise Employees
	Does not Participate in the Promotion Cycle
	Does not Approve Hiring New Employees
Consequence of Error	Impact Own Tasks

Job Requirements

Education:	<ul style="list-style-type: none"> BSc degree in Marketing, graphic design or related field
Experience:	<ul style="list-style-type: none"> 1-3 years' experience related to the position. Hands on experience in content management. Excellent copywriting skills. Ability to deliver creative content (text, image and video) Solid knowledge of Google Analytics. Knowledge of online marketing channels. Proficiency in graphic design and creative content designs
Computer Skills	<ul style="list-style-type: none"> In-design, Illustrator, Photoshop.
Languages:	<ul style="list-style-type: none"> Perfect command of English and Arabic.

Signatures

Employee		
Manager		
Human Resources		