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|--------------------------------|------------------------|-------------------------------------|---------------------------------------|
| Position Name (Title) : | Communications Advisor | Position Level: | 9 |
| Reporting to (Title) : | CEO | No. of Direct Reporters: | None could have one or two volunteers |
| Version: | | Sector /Department/Section : | |

Position Reporting Lines



Main Job Purpose

To elevate, promote, and protect the CARE Egypt Foundation brand. You will champion our programs and impact through innovative online and offline channels, cultivate powerful media relationships, and ensure our voice is heard loudly and clearly across all sectors and with all stakeholders.

Objectives

- Elevate Brand Visibility & Positioning
- Drive Digital Growth & Engagement
- Champion Impact Storytelling
- Cultivate High-Impact Media Relations
- Embed a Culture of Brand Excellence

Accountabilities

- **Drive Communications Strategy:** Develop and execute an innovative Annual Communications Plan while providing regular analytics, insights, and strategic advice to the Senior Management Team (SMT).
- **Guard & Champion the Brand:** Ensure 100% adherence to CARE Egypt's branding guidelines across all platforms and empower internal staff and partners by training them on brand compliance and basic media skills.
- **Accelerate Social Media Growth:** Manage and aggressively grow CARE Egypt's social media channels (Facebook, Twitter, LinkedIn, Instagram, YouTube) by conceptualizing and posting interactive, high-quality content.

- **Modernize Digital Platforms:** Oversee the organization's website, driving creative updates and facelifts to ensure it serves as a dynamic, user-friendly hub for our latest achievements.
- **Capture Impact in the Field:** Travel to project sites to gather compelling raw assets, photography, videography, and first-person interviews to craft powerful, human-centric success stories.
- **Lead PR & Media Relations:** Build strong, proactive relationships with prominent journalists and media agencies to secure high-value placements, while drafting flawless press releases, speeches, and op-eds in Arabic and English.
- **Oversee Major Productions:** Manage the end-to-end production of key visibility materials, including documentaries, annual reports, and infographics, animation videos, and educational material designs from concept to final print/publish.
- **Direct Creative Networks & Archives:** Coordinate effectively with external vendors (graphic designers, videographers, publishing agencies, printers) and maintain a highly organized, up-to-date digital visual archive for the organization.

| Position Relationship with Other parties | |
|--|---|
| <u>Internal Relationship</u> | <u>External Relationship</u> |
| <ul style="list-style-type: none"> • CEO • Projects and program staff • Program Assistants • Support staff | <ul style="list-style-type: none"> • Relevant vendors. • Donors • Partners |

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 |
| Consequence of Error | Impact Own Team |

Job Requirements

| | |
|--------------------------|---|
| Education: | <ul style="list-style-type: none"> A bachelor's degree in applied art or fine art, Mass Communications. |
| Experience: | 5 years of progressive experience in communications, marketing, or PR. You have a proven track record of significantly boosting the visibility of a brand, NGO, or corporate entity. |
| Technical Skills: | <ul style="list-style-type: none"> Advanced proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook). Experience in managing social media platforms, analytics, and scheduling tools. Proficiency in Canva and basic knowledge of Adobe Creative Suite for visual content creation. Practical skills in photography, videography, and basic video editing. Knowledge of CMS platforms, website management, and strong bilingual content writing skills (Arabic & English). |
| Languages: | <ul style="list-style-type: none"> Arabic (Native/Fluent) English (Fluent) |

Reports

Signatures

| | | Date |
|-----------------|--|------|
| Employee | | |
| Manager | | |
| Human Resources | | |
