

**USAID-funded Egypt Center of Excellence for Energy (COE/E)
Arizona State University, Ain Shams University, Aswan University, and Mansoura University**

Location: Egypt

Job Title: Senior Communications Specialist

Objectives of the project and the position

Arizona State University (ASU-US) established the Center of Excellence for Energy (COE) in Egypt with funding and support from the United States Agency for International Development in November 2021. The COE is a partnership between ASU-US and three Egyptian partner universities (EPUs): Ain Shams University, Aswan University, and Mansoura University. The overall goal of the COE project is the substantial improvement of the capacity of Egypt's higher education in the energy field to support the country's energy transition goals.

The Senior Communications Specialist will lead the implementation of the marketing and communication strategy for the Center of Excellence in Energy program in Egypt. The primary role is the implementation of the branding strategy, programs, project content, and materials to effectively market and disseminate information, and promote the center's activities to internal and external constituents within Egypt. The candidate will produce project communication materials in accordance with USAID communications standards and ASU-US communications policies.

This position will be based at the COE office at Ain-Sham University in Cairo, Egypt. The applicant will be working closely with the COE team in Egypt and the United States.

Responsibilities:

With minimal administrative oversight, essential responsibilities will include and not be limited to the following:

- Working with the center's leadership, partner universities, USAID, GOE, and other stakeholders, produces reports, articles, audio/visual material, and other promotional and marketing materials on the center's activities.
- Develops and manages the center's website, creates and posts content, and ensures it's presented in accordance with USAID communication standards and ASU website policies.
- Manages the center's social media presence: creates, schedules, and posts social media content and interacts with other organizations on social media on behalf of the program.
- Provides support of COE events, trainings, and workshops – both in-person and virtual, including marketing and communications plans, support materials,

organization of photography and videography services, and follow-up communication.

- Responsible for the development of written and visual summaries/reports on workshops, trainings, center events, and other center activities.
- Assists in the creation of brochures, flyers, success stories, email campaigns, newsletters, reports, and other marketing materials.
- Creates and edits photo and video assets to tell the story of the project and its beneficiaries.
- Creates presentations about the program and its components for other team members and or to present themselves.
- Develops a database of experts and energy stakeholders in Egypt, including industry, government, universities, centers, NGOs, etc.
- Works with the Egyptian partner university marketing and communications teams. Identifies potential EPU distribution and promotional channels and provides regular updates on the program to these channels and platforms. Identifies student and faculty groups to engage with to promote the project and facilitates those relationships.
- Identifies opportunities to publicize project activities and arranges presentations and involvement at external events, including EPU, industry, and governmental events. Evaluates marketing opportunities at events and organizes involvement including hosting booths, creating and distributing materials, etc.
- Fosters relationships with the press in Egypt to garner coverage of the program and creates and distributes digital or print media releases.
- Manages relationships with quality print and marketing vendors in Egypt. Arranges delivery of finished marketing materials/swag; participates in job estimation, vendor specification and vendor relations; oversees bid specifications for jobs assigned to outside vendors; manages inventory of marketing materials and handles restocking.

Knowledge, Skills, and Abilities

- Fluent in English and Arabic with strong writing skills.
- Skill in methods, techniques, and practices of graphic design and desktop publishing, photo and video editing programs, web design programs, and social media platforms and best practices.
- Experience in working with marketing teams on international projects.
- Knowledge of publication format and editorial practices and experience working with the media.
- Experience in planning and implementing marketing and communication programs for complex projects.
- Skill in both verbal and written communication.

- Skill in composing, editing, and proofreading written materials in both English and Arabic.
- Skill in the use of personal computers and related software applications.

Working Environment

This position will be at the COE office at Ain-Sham University in Cairo, Egypt. This is an international position and requires meetings, conference and Zoom calls after hours.

The senior communication specialist will interact with administrators, faculty, and students working at COE, ASU-US, Egyptian partner universities, as well as consultants, stakeholders, and others working with COE.

Regular use of standard office equipment including, but not limited to computer workstation/laptop (keyboard, monitor, mouse), printer, fax, calculator, copier, telephone, and associated computer/technology peripherals. Requires moderate driving using personal vehicle to perform work.

Minimum Qualifications

- Bachelor's degree in communications, journalism, public relations, marketing, or closely related field, OR Any equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved; and minimum five years of experience in a communication role;
- MUST have strong English and Arabic writing skills.

Desired Qualifications

- Experience in USAID or other international projects.

To apply: please send your CV to coe-egypt@asu.edu and include Senior Communications Specialist in the subject line.