



JOB OPPORTUNITY SUMMARY

Post Title: FEMISE (Sr.) Communication Officer

Responsible for upgrading, coordinating and implementing a multi-channel Communication strategy that aims to reach-out to different stakeholders and widen the knowledge diffusion to raise awareness of outputs and increase the visibility of the network.

Contractual institution: The Economic Research Forum (ERF)

Location: Economic Research Forum office, Cairo, Egypt

Position type: Full-time

Starting date: As soon as possible

Qualifications: Bachelors Degree (BA) in communications, journalism or relevant discipline. A Master Degree (MA) would be desirable.

Experience: minimum 5-7 years

Language(s): English and Arabic, French will be an asset.

Deadline: 28th of February 2022

To apply: Please submit your CV with a cover letter and a portfolio that include samples of your work (e.g. editorial, writing samples, web-designs, ..etc.) to: ahagopian@erf.org.eg
Please put the following subject in your email: **Submission for Communication Officer**

See below for more details.

JOB DESCRIPTION AND REQUIREMENTS

Post Title: FEMISE (Sr.) Communication Officer

Reports to: FEMISE General Manager
ERF Director of Communication

About FEMISE

FEMISE is a network that gathers more than 100 members institutes from the EU-Med region and is formally established since 2005. The FEMISE headquarters is in Marseille, France. The President of FEMISE is the Economic Research Forum (ERF) in Cairo, Egypt. Currently, all FEMISE staff members are contracted by ERF in Cairo.

FEMISE aims to promote dialogue between North and South of the Mediterranean, conduct policy oriented research in priority areas for the region and disseminate the outputs to the different stakeholders (<https://www.femise.org>).

Main Duties and Responsibilities:

Responsible for upgrading, coordinating and implementing a multi-channel Communication strategy that aims to reach-out to different stakeholders and widen the knowledge diffusion to raise awareness of outputs and increase the visibility of the FEMISE network. More concretely, the job responsibilities include:

1. Strategic Planning Activities

1.1. Communication and Knowledge Diffusion Strategy

- Review and update the FEMISE communication strategy with the aim to expand the scope of reaching out to different stakeholders, to develop new communication channels/tools and to widen the knowledge diffusion activities to raise awareness about FEMISE outputs and increase visibility of the network.
- Design a tailor-made communication strategy and create an “audience map” for the use of (existent and new) communication tools reaching-out to different audiences (academia, donors, private sector, international organizations, civil society, policy makers, etc.)
- Create new opportunities to increase communication and visibility and ensure a wider dissemination of the FEMISE outputs in the EU-Med region (including communication with media, participating in international events, ..etc.).
- Establish a Knowledge Management systems, platforms, processes and tools to support efficient and effective knowledge management and ensure knowledge is properly stored with the aim to sustain the institutional memory.
- Re-structure the FEMISE mailing list for a more efficient communication, increase the number and diversity of relevant contacts from the region and worldwide and establish a monitoring and an updating process to maintain the database.

1.2. Upgrade existent Communication tools and establish new ones:

- Create a Communication package or ‘marketing kit’ about FEMISE that would be tailor made to suit the different stakeholders (i.e. academia, donors, private sector, international organizations, civil society, policy makers, etc), including brochures, flyers, etc. This also includes preparing ‘pitching’ presentations about FEMISE when necessary.
- Create new communication tools that are relevant to the objectives of the communication strategy (e.g. blogs, etc.).
- Review and upgrade the existing communication tools such as publications, organization of events, articles, improving website, policy briefs, regional reports, the newsletter, the brochure and social media processes and upgrade them, when requires
- Upgrade the **FEMISE publications’ and printing materials** (e.g. templates, publications, Policy Briefs, Research reports, Newsletter, annual report, Brochures, etc.)
- Build (and revamp as required), coordinate and manage (technical and content) **FEMISE online activities**, including, but not limited to, upgrading FEMISE website, putting in place a social media and regular communications processes;
- Design and set-up **FEMISE events**, including the annual conference, workshops, webinars including preparing necessary communication, pre, during and post-event.
- Review the FEMISE brand and serve as a brand expert ensuring its is maintained across all platforms and in all correspondence to ensure compliance to style, branding and corporate visibility requirements

1.3. Strengthen Communication with the Media and suppliers:

- Establish communication with regional EU-Med Media including creating a database for media experts in the region (e.g. journals, channels, online news platforms) to facilitate sharing information and knowledge and increase FEMISE visibility at the regional level.

Ensure regular communication with Media contacts and inviting them to participate in FEMISE events.

- Manage all media engagement including drafting or reviewing press releases, organise interview requests, media attendance at events, etc.
- Liaise with editors, publishers, print shops, graphic designers, developers and suppliers to write, edit design and produce accurate communications and knowledge products in accordance with FEMISE templates.

2. Operational Activities:

- Design specific communication strategies suited for ongoing projects/programs and participate in drafting strategies for project proposals with the General Manager.
- **Web-Based communications:** Implement a regular online communication process (publication schedule), according to the Communication strategy. This includes but not limited to collecting necessary materials and inputs for the FEMISE regular communications such as: FEMISE Newsletters/InsideFEMISE, Social media, videos and any other publications.
- **Website:** Ensure all new materials are posted on the FEMISE website and that the website is regularly updated and maintained and announcements/news are regularly posted on the social media.
- **Videos:** Prepare videos for relevant events to be posted on the FEMISE Youtube channel (e.g UN days, special events, meet the authors, .etc.), this includes drafting interview questions, communicate with interviewees,, ensure the relevance of videos and advise on their merge.
- **Publications:** review all FEMISE communications products, such as research reports, thematic reports, policy Briefs, etc. to ensure consistency and that the products is meeting the high standards for publication. This includes but not limited to: light editing for language, page-layout and formatting, ensuring document follow appropriate references, bibliographies, tables and figures and communicating with authors, when necessary and contacting appropriate referees when applicable.
- **Events materials:** Responsible for all materials and stationeries related to FEMISE Annual Conference: folder, agenda, list of participants, CD, banners, flyers etc. plus any materials to be distributed. This includes communication with the print-shops and being involved in the design and layout, presentation and editing of these materials.
- **Contacts Database:** Maintaining and regularly updating the FEMISE contacts database including regularly adding new contacts and managing subscriptions and un-subscriptions.
- **Annual report:** Participating in drafting the FEMISE Annual Report in terms of contents and layout and preparing ppt presentation for the Board, General Assembly and any other relevant audience.
- Prepare regular monitoring reports about the implementation of the Communication strategy, publications and achieved targets (e.g. number of contacts on the mailing list, number of website visitors, number of people reached through social media, number of

publications downloaded, etc.); these will be included in the FEMISE annual report and will be presented in the form of ppt when required.

3. Fund Raising:

- Assist the General Manager in preparing materials and notes supporting fundraising activities.
- Participating with the General Manager in drafting and coordinating projects' proposals, particularly with regards to the communication and dissemination strategies in response to open calls or to develop thematic proposals.
- Participating and/or organizing meetings with potential donors as part of the Fundraising strategy.

Other Tasks:

Perform other related duties as assigned by the General Manager

Qualifications Requirements:

- Bachelors Degree (BA) in communications, journalism or relevant discipline. A Master Degree (MA) would be desirable.
- Strong written and oral communication and interpersonal skills.
- Experience implementing and managing communication strategies, projects, new work flow systems and processes.
- Proven organizational and management skills, ability to work independently and in teams in a multi-cultural context.
- Experience producing high-quality communications products for a variety of channels (e.g. print, digital, social media);
- Proficient in advanced document design, layout and formatting in a PC environment, using Microsoft Word and Adobe InDesign software, and other relevant designing software.
- Experienced in the use of web content management systems (e.g. wordpress). Knowledge with video editing software is a plus.
- Proven ability to meet tight deadlines, prioritize the work to meet deliverables and juggle numerous projects simultaneously in a fast-paced environment;
- Experience with technical or business writing.
- Understanding of relevant overall economic and social science terminologies.
- Familiar with Economical, research and program evaluation concepts and terms.

Experience: At least 5 years of experience in a similar position managing communications and/or knowledge management products, programs or projects.

Languages: Excellent command of English language (verbal and written) with ability to rewrite technical information for non-experts (writing samples will be required); Knowledge of the Arabic language (verbal and written) is required. French language will be an asset.

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