Subject: Employment Opportunity Announcement
Communications Manager, Cairo, Egypt

The American Research Center in Egypt (ARCE) is a private, nonprofit organization that supports research on all aspects of Egyptian history and culture, fosters a broader knowledge about Egypt among the general public and strengthens American-Egyptian cultural ties. ARCE seeks a Communications Manager with expert knowledge of communications, marketing principles, and strategy for nonprofit fundraising, including very strong editorial and writing skills. Significant knowledge of the methods for strategic planning, marketing campaign management, digital platforms and data analysis is desired. High level management skills are required for long range planning, resource management and building effective teams. ARCE welcomes interest from qualified individuals to provide services as further described in this Employment Opportunity Announcement.

Applications from interested candidates must be submitted by the closing date indicated above and must be submitted ONLY in email format to the specific email address, Recruitment@ARCE.org. Paper copies of resumes or CVs will NOT be accepted. Incomplete applications will not be considered.

This announcement in no way obligates ARCE to consider or select an applicant, nor does this commit ARCE to pay any costs incurred by individuals for the preparation or submission of applications.

Questions regarding this employment opportunity must be directed by email to the Point of Contact specified in this announcement. Please do not call the ARCE offices about the status of a candidacy or selection.

A. General Information
   1. Announcement Number: ARCE/20-02
   2. Open to: Egyptian nationals and legal permanent residents of Egypt with a valid work permit.
   3. Issue Date: 06 May 2020
4. **Closing Date:** 01 July 2020  
5. **Job Title:** Communications Manager  
6. **Proposed Compensation:** Pay Band will be determined at the time of selection and will be based on the candidate’s prior experience and salary history.  
7. **Place of Performance:** Cairo (Garden City), Egypt.  
8. **Length of Engagement:** One year, with renewal options. The first year is subject to the satisfactory completion of a 3-month probationary period.  
9. **Work Schedule:** Full-time; 40 hours per week (8 hours per day).

**B. Key Responsibilities:**

- Responsible for all ARCE digital and print content related to marketing and promotions.  
- Develops marketing materials for special donor initiatives, e.g. year-end fundraising acquisition campaigns, specific cultural preservation project appeals.  
- Analyzes conversion and click-through data to determine highest performing donor groups and effectiveness of marketing and fundraising methods and materials.  
- Oversees editorial content and marketing messaging to ensure consistent brand and messaging.  
- Monitors and analyzes which marketing methods yield the best results, including online advertising, email and social marketing.  
- Exercise overall direction of ARCE messaging in collaboration with stakeholders.  
- Responsible for the content of the ARCE website; social media, direct email messaging, digital products, and print media (including ARCE’s membership magazine, SCRIBE).  
- Assures consistency in style and quality of written content from a wide variety of sources.  
- Develops new content and identifies new sources for content relevant to enhancing the ARCE brand and mission.  
- Implements new methods of increasing public awareness and response to ARCE platforms for both research and fundraising activities.
• Design and implement a Content Strategy to govern ARCE editorial products.
• Develop a Strategic Digital Vision to define the landscape for ARCE’s digital presence.
• Determine quantifiable metrics and measurements to monitor and assess the organization’s ongoing path to achieving its strategic goals.
• Assist in grant and contract application processes, specifically pertaining to marketing of the project and promoting the ARCE brand.

C. **Reporting Relationship:** Reports to the ARCE Executive Director.

D. **Supervision Exercised:** Directly supervises the Egypt-based Digital & Print Content Coordinator and the US-based Communications Associate.

E. **Physical Demands:** None.

F. **Eligibility for Consideration:** Candidates must be legally eligible to live and work in Egypt. Documentation of eligibility may be required as part of the application process.

G. **Minimum Qualifications REQUIRED for this position:**
   1. **Education:** A minimum of a Bachelor’s Degree (B.A. or equivalent) in any of the following academic areas: Communications, Journalism, Public Relations or similar field. A background in Egyptology, Archaeology, Coptic Studies, Islamic Studies, Middle East Studies or similar relevant field is highly desired.
   2. **Prior Work Experience:** At least 5 years prior professional experience in a similar role is essential. Prior experience with team management, strong knowledge of communications practices and techniques are desirable. Outstanding written and verbal communications skills in English are required. Must be able to multitask and work well under pressure. Excellent organizational and leadership abilities are also required.
   3. **Language Proficiency:** Fluency in English is required. Working level skills in Arabic (reading, speaking) are highly desirable.
4. **Skills and Abilities:** Sound supervisory and resource management skills are critical to carrying out the core job duties. Effective communication skills (verbal and written) are also essential.

**H. Evaluation of Applicants and Selection Criteria**

Applications will be screened initially for determination of eligibility and minimum qualifications. Candidates who do not meet the basic eligibility for consideration described in Item F (above) will not receive further consideration. Next, candidates who meet or exceed the minimum Qualification Requirements listed in Item G1 through G4 will receive consideration and will be rank-ordered in accordance with the listed qualifications. Applicants are encouraged to address each of the listed requirements in their application. Omission of a description of an individual’s qualification on the application may result in a low ranking. Only Top-Ranked candidates will be contacted for an interview. ARCE will screen candidates for nepotism and conflict of interest concerns.

**How to Apply:** To ensure consideration for this employment opportunity, applicants must reference the Announcement Number and Job Title in the subject line of an email in the following manner: ARCE 20-02, Communications Manager, to be sent to Recruitment@ARCE.org. Candidates should include starting and ending employment dates in the description of prior work experience, and the complete name and contact information of current and prior employers. The application package should also include photocopies of educational certifications (e.g. University transcripts, diplomas, certificates, etc.). **Candidates must include at least three writing samples, preferably of published works, in the application package.** Employment Reference letters are optional.

**I. Questions regarding this Vacancy:** Questions may be emailed to Recruitment@arce.org, referencing the Vacancy Announcement Number 20-02 in the Subject Line. Questions regarding the status of a candidacy or a selection cannot be answered.

The American Research Center in Egypt is an Equal Opportunity Employer and supports a multi-cultural work environment that includes diversity of gender, nationality, race, culture, religion, ethnicity and educational background. Candidates
from minority or indigenous groups and persons with disabilities are encouraged to apply. The American Research Center in Egypt is committed to prevent workplace harassment, workplace violence and discriminatory employment practices.