

Hiring Manager: Marketing Director**Account/ Department: SG&A****Reporting to: Marketing Director / HR Manager****Title: Marketing & Comms Specialist**

As a Marketing & Comms Specialist, reporting to the Multilingual Region Marketing Director and to the senior Marketing & Comms Specialist for Egypt and Greece , your role is to participate in the strategic definition of the marketing and communications plan as well as in its implementation in Egypt.

Your main responsibilities, in articulation with the Multilingual Region Marketing team are:

- Creating marketing strategies and designing campaigns and communication plans for Egypt;
- Managing internal and external communication channels of the company in Egypt (intranet, internal chatbot personas, eReputation, LinkedIn, etc);
- Developing, writing, editing, and publishing company communication materials for internal and external media in Egypt;
- Ensuring that all marketing materials in Egypt are aligned to the company guidelines;
- Ensuring that all internal and external communication materials are grammatically correct, relevant for the intended audience, consistent with the established voice, and aligned with the company's vision and guidelines;
- Proposing innovative formats adapted to the company's internal and external communications in Egypt;
- Assisting in promoting the EVP (Employee Value Proposition) and the brand, internally, in Egypt;
- Working with key internal stakeholders (country leader, employee experience, recruitment) to brainstorm content ideas, in line with the company's strategy and in support of various brand initiatives;
- Collaborating with recruitment teams in Egypt to collect business insights and hiring needs;
- Supporting the communication of Employee Experience programs in Egypt;
- Collaborating in the definition of a clear and engaging content strategy aligned with the global communication strategy goals and the specifics of the audience in Egypt;
- Proactively engaging with internal stakeholders to adjust digital campaigns' delivery and improving results if deviate from initial forecasts in Egypt;
- Coordinating digital content creation (organic and paid) with SoMe Hub, including creating, adjusting, and managing the editorial calendars to improve engagement in Egypt;
- Supporting in the organization and/or participation of internal/ external events (ex: hub/site visits, speaking opportunities at events, sponsorships, etc) in Egypt;
- Supervising external providers (ex: PR agency, designers, photographers, etc) work in Egypt, ensuring their SOW (scope of work) and KPI (key performance indicators) are met;
- Building and presenting weekly/monthly reports that communicate results, insights, and overall performance – including marketing/communication recommendations;
- Participation in local/regional/international meetings when necessary.

Background and Experience:

- 1 -3 years of experience in marketing, communications, journalism, public relations, or advertising.
- Bachelor's degree in marketing, communications, public relations, English, journalism, business, or related college major requiring strong writing skills.
- Proficiency in Microsoft Office Suite, email automation tools, Adobe Creative Suite, WordPress Experience.
- English (C1)
- Any additional Languages will be considered as an asset