

Development and Communications Associate

Location: New York City or Dubai or Washington DC

Start Date: September 2021

Do you believe that we can transform the future with youth through the dignity of work in the Middle East and North Africa (MENA)? Are you a dynamic, entrepreneurial, and committed professional who wants a job that really makes a difference at one of the most dynamic non-profits transforming the lives of youth across MENA?

Apply to join the Global team at Education For Employment (EFE) as our Development and Communications Associate. You will be an integral part of both the US Development and Global Communications teams. You will help to implement a comprehensive fundraising strategy that achieves EFE's sustainability objectives, with a primary focus on diversifying and broadening our donor base among individual donors, family foundations and institutional foundations in the US. You will assist the Development Department in planning and implementing donor-focused events across the US, while leading tailored donor communications outreach along with general administrative and research responsibilities. As part of the Communications Department, you will help to advance how EFE uses social media, online newsletters, our website, and other channels to reach international audiences in, as well as support on other key communications activities such as media relations, events, marketing collateral, video editing and aggregating quotes and photos. You also will play a key role in enhancing our internal communications and capacity through technology platforms.

The Position:

Title: Development and Communications Associate

Reports to: Brand and Communications Director and Development & Communication Associate

Works with: Part of EFE-Global team and works with Affiliate Communications and program staff

Ultimate Goal: Support the US Development Department in raising core funding in the US and support the Communications Department in raising the visibility of EFE's brand before key audiences of donors, partners, influencers, employers and youth.

Areas of Responsibility Include:

US Development Department:

- **Strategy:** Help to execute an annual development strategy for EFE-Global.
- **Events Planning and Execution:** Support EFE-Global's events strategy in key US markets by helping design and execute engaging events targeting potential donors and new supporters.

- **Research and Prospecting:** Prospect potential donors and generating increased revenues opportunities for EFE. Identify and design the best way to approach selected high net worth individuals and key decision makers at funding institutions.
- **Collateral development:** Help to ensure consistency and effectiveness of fundraising messages and objectives.
- **Donor-focused content:** Develop targeted collateral tailored to individual and institutional donors to achieve fundraising objectives, working with the Program & Partnership / Communications teams. Draft and edit reports and updates for continuous donor stewardship and as required by grant agreements.
- **Systems and Administrative:** Manage and improve the processes and systems (including databases and other technology solutions using Salesforce.com) to coordinate development and fundraising initiatives for individual, foundation, corporate and government grants for the US organization and the EFE Network overall. Track fundraising activities across the Network to ensure coordination among EFE staff and successful donor stewardship.

Global Communications Department:

- **Brand Management:** Help to develop, design and maintain all print and digital collateral (newsletters, brochures, success stories, and other content). Help to maintain EFE's online resource libraries, including the photo and video libraries. Support and enhance content creation for donor outreach and fundraising campaigns.
- **Digital & Social Media:** Assist in developing EFE digital content to highlight EFE's impact across the region. Conduct amateur video editing and creation. Help to implement and evaluate digital performance marketing and social media plan. Help to track and optimize web/social media analytics and SEO for www.efe.org. Suggest ways to improve on the efficacy of our digital activities. Perform basic content updates to the EFE website to maintain and refresh content regularly.
- **Media & Community Relations:** Assist in the preparation of EFE executive team and alumni spokespeople with materials required for interviews, presentations, articles and posts. Perform media-related research or monitoring. Help to maintain database of EFE media, influencer and community contacts and track coverage.
- **Partnerships & Events:** Support development of proposals raising funds for the communications portfolio. Help to draft reports and updates on communications activities to corporate partners. Identify and support EFE's presence and participation at external and internal events.
- **Capacity-Building & Internal Communications:** Support Global executive team on internal communications. Aggregate photos and quotes from EFE's operations across MENA for use in targeted communications.

Qualifications

The ideal candidate will bring a demonstrated passion for EFE’s mission and the communication skills to effectively share EFE’s impact through creative and data-driven storytelling. To work well in EFE’s culture, the Development Associate must also be a collaborative team player who proactively builds relationships with colleagues and other key stakeholders. The top candidate also will possess an entrepreneurial mind-set and thrive in a dynamic, fast-paced, and high-growth environment.

The successful candidate will have:

- Bachelor’s degree required in a relevant field
- Excellent oral and written communication skills; ability to write persuasively, clearly, and concisely
- 1-3 years of experience in communications or non-profit
- Experience supporting the development and implementation of nonprofit or business development strategies
- Experience building organizational capacity (systems, processes, technology)
- Familiarity with online, social media, or crowdsourcing strategies a plus
- Experience managing basic website content, or comfort learning Craft CMS
- Ability to create basic designs on Canva and/or in Adobe Suite (Basic film editing skills)
- Demonstrated ability to thrive in an entrepreneurial, high-growth, collaborative environment
- Fluency in English, Arabic is a plus.
- Alignment with EFE’s core values: We Empower Youth Potential, We Earn Trust, We Create Change
- Passion for driving change and a belief in empowering, education & economic inclusion in MENA
- Highly collaborative style with maturity, energy, patience, and a sense of humor
- A positive, “can-do” mind-set and ability to be flexible, well-organized, and work effectively in a team

Compensation: Commensurate with experience, with a competitive benefits package.

To Apply:

Send a cover letter and CV to shassan@efe.org with DEVCOMMSASSOCIATE in the subject line. Please tailor your cover letter to highlight how your qualifications meet the credentials listed above. Applications will be considered on a rolling basis. Outstanding candidates will be selected for interviews with EFE senior leadership.

About EFE:

EFE is the leading youth employment non-profit in MENA. By equipping youth with the right skills and matching them to businesses that need qualified employees, EFE helps families, communities and companies in the region to thrive. Since 2006, we have connected more than 125,000 unemployed youth to the world of work while providing 3,000 businesses with the talent they need to grow. Over 58 percent of our graduates are young women, reflecting our special focus on supporting women's entry into the workforce.

We achieve our impact through a unique structure: international 'hubs' in the USA/UAE and Europe support locally-run EFE Affiliates and operations in Egypt, Jordan, Morocco, Palestine, Tunisia, Saudi Arabia, Yemen and Algeria. EFE-Global, with offices in Dubai, New York City and Washington, DC, is the central node connecting all elements of the EFE Network. As the owner of the EFE brand, it launches and incubates EFE Affiliates, and represents the work of the EFE Network to international audiences to raise awareness, funding and support from the USA and UAE. To learn more, please visit www.efe.org and follow @EFE_Global.

Equal Opportunity Employer:

EFE is an equal opportunity employer. It is EFE's policy to seek out and hire, at all levels, individuals without regard to race, religion, age, color, nationality, sex, sexual orientation, veteran status, or physical ability. We affirm our policy of offering equal employment opportunities to all individuals through our hiring practices.