

## Communications and Development Associate

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 seeking an opportunity 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 Communications and Development Associate. You will be an integral part of both the Global Communications and US Development teams. On the Communications team, you will help to advance how EFE uses social media, online newsletters, our website, and other channels to reach audiences in the US and Europe, as well as support on other key communications activities such as media relations, events, marketing collateral, video editing and aggregating quotes and photos. On the Development team, you will research prospective donors to diversify and broaden our donor base among individual donors, family foundations and institutional foundations in the US, and provide support in implementing a comprehensive fundraising strategy that achieves EFE's sustainability objectives.

**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 144,000 unemployed youth to the world of work while providing 3,700 businesses with the talent they need to grow. Over 59 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 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 in order to raise awareness, funding and support from the USA and UAE. To learn more, please visit [www.efe.org](http://www.efe.org) and follow @EFE\_Global.

### Job Overview:

**Title:** Communications and Development Associate  
**Reports to:** Director of Brand & Communications  
**Works with:** Communications, Development and Program staff across EFE's 11 markets of operation  
**Ultimate Goal:** Primarily support the Communications Team in raising the visibility of EFE's brand before key audiences of donors, partners, influencers, employers and youth, and provide support to the Development Team with donor outreach and research, and event planning as needed.

**Location:** US or Dubai (Hybrid)  
**Start Date:** June 6<sup>th</sup>, 2022

**How You Will Have An Impact:** 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 Communications and 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.

## Communications Team

### Content Creation & Digital Marketing

- Create content to highlight EFE's impact across the region for internal and external use, including but not limited to Alumni success stories, Affiliate tailored two-pagers, infographics, social media post, videos and stories (Instagram, LinkedIn, Twitter, YouTube, Facebook), web content etc.
- Gather material from Affiliates focused on on-going programs and Alumni to create success stories and content.
- Write copy and coordinate all content for social media platforms and marketing material.
- Post social media content based on social media content calendar.
- Highlight EFE Partners and Alumni using success stories, spotlights, and posting updates and news articles on social media and the EFE website.
- Help to track and optimize web/social media analytics and SEO for [www.efe.org](http://www.efe.org).
- Monitor all social media platforms and engage with EFE's audience.
- Monitor social media performance and leverage reports to adapt strategy.

### Partnership & Community Relations

- Assist with online and in-person event planning by helping Communications team liaison with speakers, create marketing material, schedule event promotion, create social media tool kits and run-of-show.
- Help with the preparation of EFE executive team and alumni spokespeople with materials required for interviews, presentations, articles and posts.
- Coordinate and review translations with Affiliates.
- Produce monthly newsletters (content, design, distribution).
- Update and maintain newsletter listserv.
- Suggest ways to improve the efficacy of our digital activities.
- Support the implementation and evaluation of EFE's digital performance marketing and social media plan.
- Help to maintain database of EFE media, influencer and community contacts and track coverage.
- Conduct research and carry-out outreach for influencers and journalists. Assist with creating digital campaigns and collaboration opportunities.
- Assist with drafting reports focused on communications activities to corporate partners, the Board of Directors and other general reports.

### Internal Capacity Building

- Maintain shared folders and EFE's online resource libraries, including photo and video libraries.
- Support Global executive team on internal communications.
- Aggregated photos and quotes from EFE's operations across MENA for use in targeted communications.
- Support the implementation and evaluation of EFE's digital performance marketing and social media plan.
- Identify capacity building solutions for Network Comms team.

## Development Team

- **Research and Prospecting:** Identify and conduct research on prospective donors and present top prospects to Senior Leadership weekly.
- **Fundraising-focused Content:** Curate and draft messages for outreach to prospective donors and current supporters to convey EFE's impact, invite to events, thank for support and more. Provide support in proofreading and producing donor-specific reports.
- **Collateral development:** Assist with creating donor curated marketing materials and fundraising campaigns.
- **Event Planning and Execution:** Support Development team with donor events as needed, including but not limited to creation of event invitations and copy, mailing lists and day-of support.

- **Systems and Administrative:** Track and maintain fundraising activities in Salesforce to ensure up-to-date records among EFE staff and successful donor stewardship.

### Qualifications

- 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 role or at a nonprofit
- Strong understanding of social media platforms and copywriting skills
- Experience managing basic website content, or comfort learning Craft CMS
- Ability to create basic designs in Adobe Suite (Photoshop, Premier, InDesign)
- Basic video editing skills
- Research and presentation skills
- Demonstrated ability to thrive in an entrepreneurial, high-growth, collaborative environment
- Fluency in English
- 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" mindset 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](mailto:shassan@efe.org) with COMMSDEV 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.

### 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.