

Terms of Reference Social Media Expert

Title: Social Media Expert

Name of Project: Grid-Connected Small Scale Photovoltaic Systems Project “Egypt-PV”, IMC Egypt

Contract Duration: 6 months

Contract Type: Individual Contract - Short Term Consultancy

Supervision: IMC’s PR/Media & Communications Director and Egypt-PV Project Manager

Deadline for Application: August 7, 2020

Background:

Egypt’s economic development critically hinges upon the competitiveness and growth of the industrial sector. By occupying an integral part in the economic structure, the Egyptian industry is considered to be the engine of economic growth, exports expansion and job creation. According to the Industrial Development Strategy (IDS), Egypt is projected to be a leading industrial country in the MENA region in terms of industrial performance as well as a main export hub for medium-technology manufactured products by 2025. Within this framework, the Industrial Modernization Centre (IMC) was established by a Presidential Decree in December 2000 to give an impetus for a sustainable, modernized, vibrant and competitive Egyptian industry. The aim is to support the industrial enterprises, create an enabling business environment for the industrial sector, in coordination with the Ministry of Trade and Industry.

Egypt-PV is executed by the Industrial Modernization Centre which assumes the overall responsibility for the achievement of project results as UNDP’s Implementing Partner (IP).

The project is funded by the Global Environment Facility (GEF) and United Nations Development Programme (UNDP) acts as the GEF Implementing Agency.

Objective:

The Social media Expert will be fully responsible for implementing a social media strategy across multiple media platforms to gain visibility and target the different stakeholders of IMC and the public. The social media strategy will be developed through high-impact multimedia content including graphics, videos and other multimedia formats that effectively informs and engages external audiences and supports media and advocacy campaigns.

Duties & Responsibilities:

- Curate content to be shared across social channels.
- Schedule social media updates and regularly monitor social media platforms, responding to mentions, comments, and direct inquiries.
- Help shape the project's brand voice on social media through sharing and implementing set strategy
- Edit and upload blog posts on various platforms.
- Manage email marketing campaigns.
- Report on, analyze, and draw insights from social media metrics.

Required qualifications and skills:

- 1- Bachelor's degree in communication and media arts (CMA), multimedia journalism (MJ), Integrated Marketing Communications (IMC) or related field (JPMC) with excellent command of English and Arabic
- 2- Minimum of 5-7 years of social media and/or related digital marketing experience
- 3- Monitoring and replying to comments and questions on social media.
- 4- Replying to direct message on social media.
- 5- Collecting and recording new comments and responses for future content development.
- 6- Creatively responding with customized messages when needed.
- 7- Keeping an eye on the reach and engagement of the Facebook page using Facebook Analytics.
- 8- Have experience in managing and moderating multiple accounts on Facebook, Instagram, twitter, LinkedIn, You Tube and any other relevant platform requested
- 9- Social media content creator and planner
- 10- Strong verbal, written, and interpersonal skills
- 11- Ability to work in fast-paced deadline driven environment, while maintaining a positive "can-do" attitude.
- 12- Familiarity with online analytical tools and social scheduling applications, such as Followerwonk, Iconosquare, TweetReach, Google Analytics and other analytical social media tools
- 13- Having background in graphic design, art, marketing or communication is a plus.
- 14- Technology skills with office software programs, including spreadsheets, databases, word processing and graphic presentation software
- 15- Full Knowledge with technicality and how Social media and Google campaigns process.
- 16- Customer-oriented service skills, interactive and punctual
- 17- Research skills
- 18- Organized and ability to prioritize work and tasks
- 19- Time Management
- 20- Problem-Solving Skills.
- 21- Implementing any additional tasks assigned to him/her

How to Apply: For the interested applicants, please e-mail your CV to:

media@imc-egypt.org

Deadline for accepting CVs is 7 August, 2020