

Project title:	Support in preparation of a communication strategy for VAT Introduction in Egypt Macro economy, Statistics and Public finance management
Position:	PR and Institutional Communication Expert
Location:	Greater Cairo, Egypt
Eligible nationalities:	All nationalities
Start of project:	5 January 2015
Assignment duration:	45 working days
Deadline:	17/11/2014
Objective of the project:	<p><u>Overall objective</u> The global objective of the contract is to assist the Ministry of Finance (MoF) and the Egyptian Tax Authority (ETA) in the preparation of a communications strategy for the planned introduction of VAT.</p> <p><u>Specific objective</u></p> <ul style="list-style-type: none"> • Ensure exchange of experience between MoF, ETA and international counterparts with experience in VAT introduction. • Identification of main stakeholders in VAT introduction and their characteristics. • Preparation of an Overall Communication strategy. • Preparation of Specific communication plans for different target groups.
Qualifications required:	<p><u>Qualifications and skills</u></p> <ul style="list-style-type: none"> • Masters Degree, or in case of a Bachelor's degree, an additional 3 years of relevant professional experience. • A specific Masters degree in Public relations, Communication, Marketing will be an asset • Very good knowledge of English. • Working knowledge of Arabic will be an asset. <p><u>General professional experience</u></p> <ul style="list-style-type: none"> • At least 12 years experience in Public Relations and Institutional Communications in a capacity as practitioner, academic or consultant. <p><u>Specific professional experience</u></p> <ul style="list-style-type: none"> • Previous experience in development of communications strategies linked to tax reforms and introductions will be an asset. • Previous experience in public PR and communications campaigns in Egypt will be an asset.
Other information:	<p><i>If you are interested in this position please send your CV in EU format under the heading “ PR and Institutional Communication Expert / Egypt”.</i></p> <p><i>When sending your application please include an indication of your desired remuneration (day-rate). Please also make sure that you include one or more telephone numbers.</i></p> <p><i>Only selected candidates will be contacted.</i></p>
Contact:	hr333@ntu.eu