

<b>Project title:</b>	<b>"Support in preparation of a communication strategy for VAT Introduction in Egypt"</b>
<b>Position:</b>	<b>Junior PR and Communication Expert – Category III</b>
<b>Location:</b>	Egypt
<b>Eligible nationalities:</b>	All nationalities
<b>Start of project:</b>	05/01/2015
<b>Assignment duration:</b>	50 working days
<b>Deadline:</b>	17/11/2014
<b>Objective of the project:</b>	<p><b><u>Overall objective</u></b></p> <p>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><b><u>Specific objectives</u></b></p> <ul style="list-style-type: none"> <li>• Ensure exchange of experience between MoF, ETA and international counterparts with experience in VAT introduction</li> <li>• Identification of main stakeholders in VAT introduction and their characteristics</li> <li>• Preparation of an Overall Communication strategy</li> <li>• Preparation of Specific communication plans for different target groups</li> </ul>
<b>Qualifications required:</b>	<p><b><u>Qualification and skills</u></b></p> <ul style="list-style-type: none"> <li>• Masters Degree, or in case of a Bachelor's degree, an additional 3 years of relevant professional experience</li> <li>• A specific Masters degree in marketing, communication or public relations will be an asset</li> <li>• Very good knowledge of English</li> <li>• Working knowledge of Arabic</li> </ul> <p><b><u>General professional experience</u></b></p> <ul style="list-style-type: none"> <li>• At least 3 years experience in public and private sector marketing (6 years in case of a Bachelor)</li> </ul> <p><b><u>Specific professional experience</u></b></p> <ul style="list-style-type: none"> <li>• At least 2 years experience in public and private sector marketing and media planning in Egypt or Arab world</li> </ul>
<b>Other information:</b>	<i>If you are interested in this position please send your CV in EU format under the heading “<b>Junior PR and Communication Expert / Egypt</b>”. 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. Only selected candidates will be contacted.</i>
<b>Contact:</b>	<a href="mailto:lot11@ntu.eu">lot11@ntu.eu</a>