

Project title:	"Support in preparation of a communication strategy for VAT Introduction in Egypt"
Position:	Communication Expert – Category I
Location:	Egypt
Eligible nationalities:	All nationalities
Start of project:	05/01/2015
Assignment duration:	45 working days
Deadline:	17/11/2014
Objective of the project:	<p><u>Overall objective</u></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><u>Specific objectives</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>Qualification 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 Marketing, Communication or Public Relations will be an asset • Very good knowledge of English • Working knowledge of Arabic <p><u>General professional experience</u></p> <ul style="list-style-type: none"> • At least 12 years experience in public and private sector marketing and public relations <p><u>Specific professional experience</u></p> <ul style="list-style-type: none"> • At least 5 years experience in public and private sector marketing and media planning in Egypt or Arab world • Previous experience in developing communication plans related to tax reforms is an asset
Other information:	<i>If you are interested in this position please send your CV in EU format under the heading "Communication Expert / Egypt". 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>
Contact:	lot11@ntu.eu