



## Copywriting and Communications Specialist

ARCE, Cairo, Egypt

Announcement Number ARCE/23-03

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Closing Date: June 1, 2023

# About the American Research Center in Egypt

The American Research Center in Egypt (ARCE) is a private nonprofit organization whose mission is to support research on all aspects of Egyptian history and culture; to protect, preserve and promote Egyptian cultural heritage; and to strengthen American-Egyptian cultural collaboration.

Founded in 1948, the American Research Center in Egypt (ARCE) is a private, nonprofit organization composed of educational and cultural institutions, professional scholars, and private individuals. Through grants, fieldwork and field schools, ARCE's partnership with Egyptians contributes to the shared goal of cultural heritage preservation. Over the years, ARCE's strong relationship with the Ministry of Antiquities (MOA) (formerly the Supreme Council of Antiquities) has ensured the success of our work together.

ARCE plays a crucial role in preserving, understanding, and making accessible Egyptian cultural heritage in order to inform and enrich current and future generations.

## A Leader in Egyptian Academic Research

ARCE is a membership organization composed of both institutional members (Research Supporting Members or RSMs) and individual members. The RSMs comprise virtually all of the major North American academic and cultural institutions with research interests in Egypt and include some of the most prestigious private and public academic and cultural institutions.

ARCE has developed from a small academic and scholarly organization into a complex and culturally significant institution with permanent facilities in both Cairo and the U.S.

The Cairo office includes a specialist library on Egypt utilized by scholars and students as well as ARCE members. Programs developed with resources from the United States Agency for International Development (USAID) have resulted in over 75 completed projects of monument conservation. Specialized training of over 750 Egyptian archaeologists and conservators serves as a contribution to the future preservation of Egypt's cultural heritage.



# ARCE's Activities and Programs

ARCE's activities and programs take place in both the United States and Egypt. U.S. activities focus on an annual scholarly meeting, informational and promotional tours, chapter events, in-person and virtual lectures.

Egypt is the primary focus of ARCE's core work, which centers around three crucial, inter-related axes: *Preserving World Heritage*; *Educating the Next Generation of Scholars*; and *Excavating and Conserving Ancient Sites and Monuments*.

## Preserving World Heritage

ARCE's broad work in Egypt includes conservation of culturally significant sites, monuments, architecture, artworks, religious inscriptions, texts, and artifacts representing thousands of years of Egypt's cultural achievement. Through its Antiquities Endowment Fund, for example, ARCE has supported the preservation of early mud brick monumental architecture at Abydos, the palace at Malqata (western Thebes) built by Amenhotep III of Dynasty 18, the unique Coptic frescoes and monuments of the Red Monastery, and the Hisn al-Bab. Likewise, it has supported the conservation and documentation of Egyptian coffins and a Theban tomb field school for the tomb's epigraphic, photographic, and artifact recording.

## Educating the Next Generation of Scholars

ARCE's fellowships allow U.S. scholars to do important research in Egypt. Over the course of five decades, fellowships have benefited over 650 scholars whose research interests spanned the entirety of Egypt's history and culture. ARCE's Field School training projects create a new generation of Egyptian archaeologists and conservators, as well. In June 2013, ARCE ran its first field school organized and run completely by Egyptians and taught in Arabic. Those leading the training were themselves former graduates of ARCE field schools.

## Excavating and Conserving Ancient Sites and Monuments

ARCE facilitates the fieldwork activities of its Research Supporting Members and interfaces with the Ministry of Antiquities on their behalf. ARCE's RSMs undertake a wide variety of archaeological activities, including survey, excavation, conservation, and site management. Current RSMs operate archaeological projects all over Egypt, focused mainly but not exclusively on prehistoric, pharaonic, and Graeco-Roman sites. ARCE-affiliated projects include archaeological work at the Giza Pyramids, South Abydos, Luxor, Tell Gabbara in the Delta, Tell Edfu in Upper Egypt, and the Red Monastery Project in Sohag.



## Qualifications

- At least **five years of experience** in the field of Marketing, PR and/or Communications.
- A sound knowledge of social media platforms, email marketing software, CMS software, content management systems, video production and editing technology as well as print production methods.

## Skills and Duties

- Professional writing and editing skills in English and Arabic are a must.
- Effective time management skills and ability to meet deadlines.
- Excellent research skills with an interest to dive deep into the digital world of research centers and analyze the best communications tools applicable to ARCE's audiences.

## Responsibilities

- Design and develop original written content for the ARCE website, and social media channels (Ex: Facebook, Instagram, LinkedIn, YouTube). Adapt sourced content for the best media channel and target audience.
- Draft and distribute bilingual press releases when needed.
- Implement efforts to expand public outreach by researching the cultural heritage sector in Egypt and worldwide.
- Monitor ARCE's social media and website metrics as well as moderate received messages to enhance a strong user experience and engagement across all ARCE's communications platforms.
- Collaborate with staff, members, and relevant stakeholders to construct high quality content and personal stories to further engage public interest in ARCE's activities.
- Edit and produce video content and manage its distribution on the website, YouTube, and any other relevant social media channel.
- Act as internal and external point of contact for inquiries related to ARCE's mission and programs. Provides information on social media guidelines and branding standards.
- Organize and document communication material that includes audio-visual content for projects, programs, and events continuously.
- Work on drafting briefs, proposals and presentations needed to share with partners, vendors, suppliers, freelancers, and funding organizations.
- Utilize ARCE's databases to communicate news, updates, and announcements through bulk email.
- Leverage on existing media relations and build new media lists that are relevant to ARCE and its events. Work on building strong relationships with journalists and media representatives.
- Develop and update printing, design, and events vendor-list.
- Coordinate the production of ARCE print materials and publications that are used for events and campaigns in Cairo by assuring quality control and on-time completion by outsourced entity.
- Supervise the audio/visual production process by vendors hired to create video, photo coverage, and films for ARCE to ensure timely submission with product quality that matches ARCE's standards.



**How to apply:**

To ensure consideration for this employment opportunity, applicants must reference the Announcement Number and Job Title in the subject line of an email in the following manner: *ARCE/23-03, Copywriting and Communications Specialist* to be emailed to [Recruitment@ARCE.org](mailto:Recruitment@ARCE.org).

The application should include an up-to-date CV and a cover letter. Employment reference letters are optional.

*Candidates must be legally permitted to work in Egypt.*

**Reports to:** Communications Manager.

**Closing date for application: June 1<sup>st</sup> , 2023**

Only short-listed applicants will be contacted. Questions regarding the vacancy may be emailed to [recruitment@arce.org](mailto:recruitment@arce.org)

The American Research Center in Egypt is an Equal Opportunity Employer and is seeking a diverse slate of qualified candidates for formal consideration.

**Note:** ARCE understands that interested applicants may not meet 100% of the posted requirements. Should you feel you are a suitable candidate (even coming from a different professional background), we encourage you to apply and **demonstrate why you would be a strong candidate** for the position in your cover letter and writing sample.