



JOB VACANCY

Egyptcarpoolers.com

Title: OPERATIONS & MARKETING COORDINATOR

About Egyptcarpoolers.com

Egypt, characterized by its extensively growing population, poor public transportation system and increasing number of private cars has lead to a massive increase in the number of cars on the streets during the past few years leaving the country with a HUGE traffic problem. This is especially the case in highly populated cities like Cairo & Alexandria, where commuting from one place to another has become a mission impossible leading to increased levels of stress, a rise in pollution let alone the infuriating parking problem across the city.

As an initiative to contribute in solving this problem Egyptcarpoolers.com, an online carpooling matching platform, was developed. Its main objective is to promote the concept and benefits of carpooling in Egypt and provide a secure and user-friendly online hub to facilitate the process. The website matches registered users offering rides with those requesting ones, depending on their location, time and date of their commute. This way, people going the same destination can share rides and save themselves the hassle, stress, and gasoline cost while contributing to solve the traffic congestion problem.

<u>Position Title:</u>	Full-time Operations & Marketing Coordinator
<u>Position Location:</u>	NM Office, downtown Cairo
<u>Position Duration:</u>	6 months Consultancy

Responsibilities:

- Daily monitoring and managing of ECP's Content Management System and backend functions
- Maintaining communication with the website developer and reporting to them technical issues as they occur
- Handling/answering inquires, comments and feedback received through the website's "Contact Us" form
- Managing ECP's social media presence including Facebook group, Facebook page and Twitter account
- Maintaining correct and up-to-date statistics of ECP website, including but not limited to, number of registered members, age/sex/location distribution, number of posted cars, number of posted carpool requests/offers, number of carpool matches and confirmations
- Monitoring competition and developing competitive analysis reports
- Assisting the partners with marketing related activities including Social Media, Email Campaigns and Events
- Taking minutes of weekly ECP and Nahdet El Mahrousa meetings
- Developing weekly reports using Google Analytics to evaluate the performance of ECP
- Working with partners to develop quarter business plans

Egyptcarpoolers.com is a recipient of the Yahoo! And Nahdet El Mahrousa (NM) Social Innovation Starts with You! Award and is incubated by the NM Incubator for Innovative Social Enterprises, Nahdet El Mahrousa NGO Registered with the Ministry of Social Solidarity,

Registration # 5435 in 2003

18 Mahmoud Bassiouny St., Downtown Cairo, Egypt

Phone / Fax: +insert your phone here

www.nahdetmasr.org / www.egyptcarpoolers.com



Conditions

- Sunday – Thursday
- 11 am – 3 pm (4 hrs/day)
- Another flexible 4 hours per day for Social Media
- Gross Salary 1,500 LE

Required Qualifications:

- 1- Bachelor's degree
- 2- Excellent writing skills in both English and Arabic
- 3- Excellent analytical and reporting skills
- 4- Heavy user of Social Networking websites such as Facebook, Twitter & Youtube
- 5- Excellent computer & MS Office skills
- 6- Strong initiative, ability to work independently, self motivated and innovative

Interested candidates should email their CV to hind@egyptcarpoolers.com