**Job Title:** Branding Specialist

**Location:** Pyramids Heights Campus

**Reports to:** Incubator Manager

**Purpose:** Responsible for assisting in the creation and implementation of the branding strategy for ESLSCA Ex3 incubator, it’s startups and other branding initiatives across ESLSCA University. This includes developing, maintaining the incubator and ESLSCA’s visual identity, messaging, and positioning.

*Key Accountabilities:*

**Accreditation:**

* Assists in Developing and implementing a branding strategy for the startup teams.
* Creates and maintains the visual identity, logo, website, and marketing materials for startup teams.
* Designs and implements UI/UX journeys to support start-ups’ product development.
* Supports in the development and upscaling of the incubator brand.
* Develops and implements a messaging platform for the incubator and its startups.
* Collaborates with the incubator's team and startup companies to maintain the incubator's brand and to ensure it is consistently communicated and effectively promoted.
* Designs and implements digital communications maintaining the incubator brand identity.
* Designs and implements internal branding as per the strategy.
* Performs market research identifying new trends in industry to stay up to date on best practices in branding.
* Supports in creating printed and online advertisements by maintaining the branding identity.
* Monitors competitors’ branding identities to identify new opportunities for improvement and growth.
* Supports Marketing team in any branding projects across ESLSCA university as requested.
* Performs any other tasks requested from Incubator Manager.

*Requirements:*

* **Education:** Bachelor’s Degree in marketing, Business Administration or any relevant field.
* **Experience:**
  + One to Three years of experience in Branding & Marketing § Experience in Educational Institutes is Preferable.
* **Skills:**
  + Strong aesthetics and design skills.
  + Excellent photography, videography, and editing skills.
  + Very Good command of the full Adobe Creative Suite including (Adobe Illustrator, Adobe Photoshop, Adobe In-design, Adobe After effects, Adobe Premiere Pro, Adobe XD)
  + Very Good Communication Skills
  + Excellent level of English Language.
  + Good knowledge of all MS. Applications (Word, PowerPoint, Excel…)
* **Working Conditions:** Five Days a week on site

***Position is open until February 28th, 2023.***

Placement is based on the candidate’s experience and skills. Only candidates who make it to the shortlist will be contacted. If interested, please send an updated and detailed resume to Careers@eslsca.eg.edu, stating the position title in the subject line.

“We thank all individuals who have expressed interest in working at ESLSCA University”.