



UFE IS RECRUITING ITS DIGITAL MARKETING SPECIALIST

UNIVERSITÉ FRANÇAISE D'ÉGYPTÉ

Founded in 2002, Université Française d'Égypte (UFE) is a national / Ahleya University under the dual supervision of the Egyptian and French Ministries of Higher Education and Research. It offers a promise to the new generation of pathfinders. A promise to receive unparalleled high-quality educational programs, a solid integration into the job market, and a dedication to securing a professional future. The hub of French higher education in Egypt, UFE offers a multicultural experience, providing degrees from renowned French universities accredited by France's Ministry of Higher Education and Research.

With tremendous support from both the Egyptian and French governments, UFE is ready to move to a new campus with a total area that exceeds thirty Fidan. The top-notch campus, with its superb design, is expected to receive students starting in the academic year 2025-2026, which will be a paradigm shift in UFE's educational and student life offerings alike.

THE POSITION

The Digital Marketing Specialist is responsible for planning, executing, and optimizing digital marketing campaigns that support student recruitment, brand awareness, lead generation, and university engagement. The role focuses on performance marketing, digital advertising, website optimization, analytics, and marketing reporting while working closely with the Content Creator and Social Media Specialist.

Key Responsibilities

- Plan, execute, and optimize digital marketing campaigns across Google, Meta, LinkedIn, and other relevant platforms to support student recruitment and institutional objectives.
- Manage digital advertising budgets and maximize campaign performance, lead generation, and return on investment (ROI).
- Monitor, analyze, and report on campaign performance using digital analytics tools, providing actionable insights and recommendations.
- Track and evaluate key performance indicators (KPIs), including website traffic, conversions, lead quality, and overall marketing effectiveness.
- Oversee website performance, coordinate content and technical updates, and implement SEO and conversion optimization strategies to enhance online visibility and user experience.



- Develop and manage email marketing campaigns, audience segmentation, marketing automation, and lead nurturing activities through CRM platforms.
- Conduct market research, competitor analysis, and trend monitoring to identify new opportunities and support digital marketing strategy development.
- Collaborate with internal departments, content and social media teams, admissions staff, and external partners to ensure integrated and effective marketing and recruitment campaigns.

Education and Experience

- Bachelor's degree in marketing, Business Administration, Communications, or a related field.
- Minimum 2 years of experience in Digital Marketing or Performance Marketing.
- Experience managing Google Ads and Meta Ads campaigns.
- Strong knowledge of Google Analytics, SEO, email marketing, and conversion tracking.
- Experience with CRM systems and lead generation campaigns is preferred.
- Excellent analytical and reporting skills.
- Strong English communication skills; French is a plus.

Profile Sought

- Lead generation volume and quality.
- Cost per lead (CPL).
- Conversion rates.
- Website traffic growth.
- SEO performance.
- Campaign ROI.
- Email marketing engagement rates.

The application should include:

- Cover letter specifying the motivation for the position.
- Curriculum vitae.
- The Cover letter and the CV should be submitted in English or French.

Any application that does not include all the documents listed above will be considered inadmissible and will not be reviewed.

For further information, please get in touch with Mr. Mohamed Okasha, HR Director

[\(hr@ufe.edu.eg\)](mailto:hr@ufe.edu.eg)

Applications should be sent to

presidence@ufe.edu.eg

hr@ufe.edu.eg

Deadline to apply: Aug ٣١, ٢٠٢٦