



The
**BRITISH UNIVERSITY
IN EGYPT**



Interim Director of Marketing Communications | January 2026



Welcome THE BRITISH UNIVERSITY IN EGYPT

Thank you for your interest in joining The British University in Egypt. We are delighted that you are considering becoming part of our dynamic academic community.

We are committed to excellence in teaching and research, with a student-centred experience. Our culture is built on collaboration, innovation, and respect, and we take pride in attracting talented individuals from around the world who share our values and passion for making a meaningful impact.

This recruitment pack includes an overview of the University and its strategic vision. We hope it will provide you with a clear understanding of our academic culture and the unique role you could play within it.

We hope this will give you a clear sense of who we are and what it means to be part of our community.

12000+

Students

1000+

Academic Faculty Staff

500+

International Students

7+

Nationalities of International Staff



THE BRITISH UNIVERSITY IN EGYPT

Founded in 2005, the British University in Egypt (BUE) is a high-ranking private university and one of the fastest developing private universities in Egypt and the region. We are committed to quality education, international research and innovation all of which guarantee our graduates are globally fit to perform to the highest standards, take on transformative roles and make an impact both economically and socially in today's high-paced, challenging world.

As of today, the University has around 12,000 Egyptian and International students enrolled across 12 faculties and approximately 1900 Egyptian and British academic and administrative staff. BUE's mission is to offer a State-of-the-art innovative British-style education within a vibrant 21st Century campus, producing distinctive, highly employable, high calibre graduates who are able to compete in both the local and global markets and contribute positively to the social development of their communities.

Set on 60 acres of land, the BUE is a purpose-built innovative campus that is eco-friendly with an inclusive environment for staff and students with special needs. It is situated in El Sherouk which is one of the new residential and commercial cities in the Greater Cairo area. Not only does it enjoy the luxury of a new city with wider roads, spaciouly landscaped residences and sparse population, it is minutes away from the 5th Settlement District, an upmarket district, teeming with hotels, restaurants, entertainment centres and shopping malls. The campus is also close to the New Administrative Capital and Cairo International Airport, with downtown Cairo only 40km away.

The BUE has its own Egyptian degree-awarding powers. Also, the majority of its programmes are validated by its UK academic partners - London South Bank University, Manchester Metropolitan University and Queen Margaret University. Therefore, most students graduate with the distinct advantage of having both an Egyptian-validated degree and a UK degree.

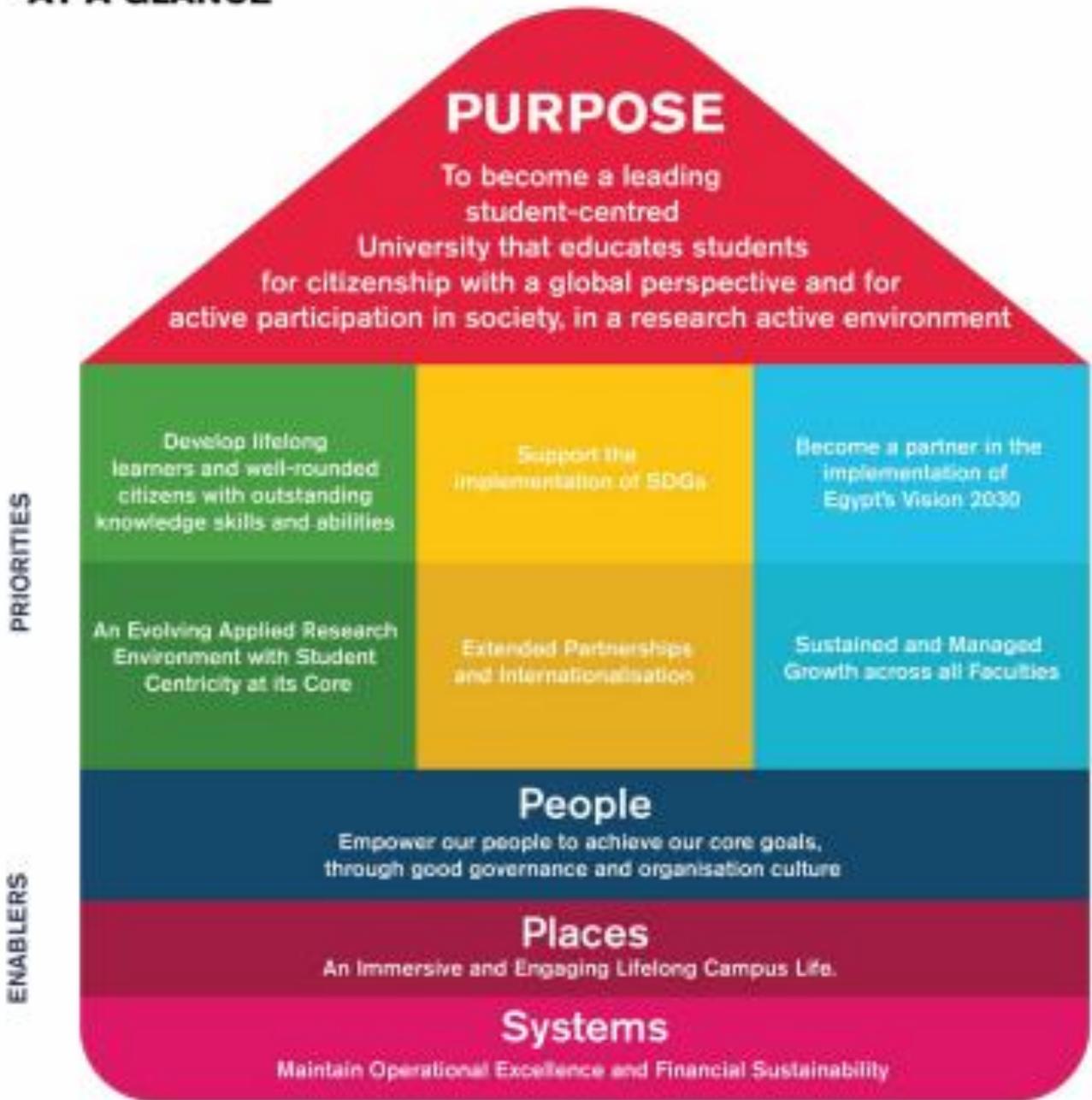
The university strategy focuses on preparing students to be responsive and proactive global citizens, responding to the societal needs. Our university has the largest student delegation in COP powered by organizing the COP Simulation Programme for 4 consecutive years.

Research-led and Innovation-driven, BUE has since its inauguration created a culture of research and innovation supported by top facilities and high calibre, research-active academics, and numerous incentives. Research facilities and support include a state-of-the-art library, research-level laboratories including nanotechnology, energy, and pharmaceuticals, and fifteen research centres covering various advanced engineering areas as well as informatics, sustainability, law, economics, cognitive science, marketing, dentistry, and drug development.

To learn more about our university, please visit <https://www.bue.edu.eg/>

STRATEGY

OUR STRATEGY AT A GLANCE



RANKINGS

**The First QAA-Accredited University
In Egypt & North Africa**



**Ranked Among Africa's Top 10 Private
Universities According To The AD
Scientific Index 2026**



**Shortlisted For *THE TIMES HIGHER
EDUCATION ARAB WORLD 2025* In
The Outstanding Contribution to
Regional Development category.**



**Ranked Among The Top 300
Globally, Securing 4th Place
Nationwide In Dentistry According
to Shanghai Global Ranking 2026**



**Ranked first Among Private
Universities in Egypt in Young
Universities ranking 2024**



STRUCTURE AND GOVERNANCE

Faculties at BUE include:

- Faculty of Arts and Humanities
- Faculty of Business Administration, Economics and Political Science (BAEPS)
- Faculty of Communication and Mass Media
- Faculty of Dentistry
- Faculty of Engineering
- Faculty of Informatics and Computer Science
- Faculty of Law
- Faculty of Nursing
- Faculty of Pharmacy
- Faculty of Energy and Environmental Engineering
- Faculty of Art and Design
- Faculty of Physiotherapy

Highlights of some of BUE's Research Centres are:

1. Centre for Theoretical Physics
2. Centre for Advanced Materials
3. Centre for Renewable Energy
4. Farouk El-Baz Centre for Sustainability and Future Studies
5. Nanotechnology Research Centre
6. Centre for Egypt-Africa
7. Centre for Egypt and the Middle East Studies

OUR ACADEMIC PARTNERS



THE UNIVERSITY IS LED BY A PRESIDENT AND VICE-CHANCELLOR



Professor Mohamed Loutfi MBE is currently President and Vice-Chancellor of the British University in Egypt. Prior to this, he held the post of the Vice-Chancellor's Special Envoy at Coventry University. Throughout his career, he held several leadership roles as the Pro-Vice-Chancellor of Cardiff Metropolitan University and at the University of Sunderland, UK.

He has multiple international roles of responsibility; he is an Ambassador (former council member) at the Observatory of Magna Charta Univeristatum of Fundamental University Values and Rights in Bologna, Vice-President of the Board of the Arab European Leadership Network in Higher Education ARELEN and was the first in Europe to take part in a global education think tank set up by the Ministry of Education in China to promote innovation, entrepreneurship, and start-up education. He also worked with the Leadership Foundation for Higher Education as an International Associate and a member of the Reference Group for the Global Leadership Programme for Higher Education.

President Loutfi is currently President and Vice-Chancellor of The British University in Egypt. He led the creation and ongoing implementation of the Strategic Transformation and University Strategy 2023-2028 placing Sustainable Development Goals (SDGs) at the heart of its academic pursuit inspired by the global sustainable development goals. He was also instrumental in creating two new faculties to meet the national needs and aspiration of the country. Professor Loutfi also led the University through **the International Quality Review (IQR)**, resulting in the university being **the first on in North Africa to ever be awarded global quality accreditation by Quality Assurance Agency (QAA)**.

His extensive skills in internationalization have also led to the acquiring of a key new academic partner – Manchester Metropolitan University – thereby raising BUE's regional and international profile exponentially.

President Loutfi is responsible for instigating and coordinating partnerships with over 25 different countries, some at governmental level. Projects have included building partnerships with universities in different countries and enhancing institutional cooperation in learning, teaching and enterprise, as well as delivering programmes for university leaders to implement national higher education reform and internationalisation strategies.

He worked on many EU projects for Higher Education Reforms and on Accreditation and Quality Assurance in Ukraine, Russia, Jordan, Lebanon and Egypt. In addition, he worked with the Ministries of Higher Education in Lebanon, Egypt, Libya, Tunisia, and Morocco to develop a framework for building capacity for leadership in Higher Education through European experiences in this field.

President Loutfi holds a BSc in Economics and Political Science, an MSc in Information Technology and a PhD in Systems Thinking, his research involves Modelling and Simulation of Social Systems, Non-linear, Dynamic Feedback Systems. He has also completed the Leadership Foundation for Higher Education Top Management Programme (TMP35) in 2015.

President Loutfi He has more than 30 years of experience in Higher Education with extensive experience in universities' leadership and management and was awarded by the University of Sunderland an Honorary Doctorate of Education for his career achievement and outstanding commitment to education.

THE VICE-CHANCELLOR'S BOARD INCLUDES:



Deputy Vice-Chancellor and Vice-President for Research and Enterprise

Professor Yehia Bahei-EI-Din is a professor of engineering with extensive experience and practice in higher education and an achieved researcher renowned for his work in advanced materials for which he received top science awards in Egypt. Following work at Cairo University in Egypt, Duke University, NC State University, and Rensselaer Polytechnic Institute in the USA, he has been serving as Vice President for Research and Postgraduate Studies for the past seven years and he served earlier as Dean of Engineering for three years. He earned his B.Sc. in Civil Engineering from Cairo University with distinction and honours and earned his M.Sc. and Ph.D. from Duke University at Durham, NC, USA with a major in Civil Engineering and specialty in Solid Mechanics.



Provost

Professor James Gazzard joined the British University in Egypt in August 2025 in the position of Provost. Previously, he had been Director of Professional and Continuing Education (Head of Institute) at the University of Cambridge from 2016 to 25. From 2012-16, he held a full personal professorial Chair in Workforce Futures and was Associate Dean for postgraduate programmes at the University of East Anglia, Faculty of Medicine and Health Sciences. Earlier in his career, he held a lectureship in enterprise at the Royal Veterinary College, University of London (2007-12), and has also worked in technology commercialisation and training roles for GlaxoSmithKline Plc, Cranfield School of Management and the Medical Research Council.



Deputy Vice-Chancellor for Student Journey

Professor Catherine Harper is the Deputy Vice-Chancellor for the Student Journey at The British University in Egypt, having previously held senior academic leadership positions – including two Deputy Vice-Chancellorships and two Deanships – in the UK. Professor Harper was awarded a First Class (Hons) Degree in Textile Design, a Postgraduate Diploma (Commendation) in Art & Design, and her Ford Motors-funded PhD in the 'development of three-dimensional woven glass preforms for fibre-reinforced composites for the automotive and aerospace industries' from Ulster University. She gained an MA in Textiles from Goldsmiths' College, University of London, where she was subsequently awarded a three-year research fellowship.



Senior Advisor to the President

Professor Mohamed Ismail Ibrahim is a Professor of Geology and Environmental Sciences in the Faculty of Science - Alexandria University, Egypt. He is currently working as Senior Advisor to the President of the British University in Egypt BUE. He was the Founder and First President of Matrouh University (2018-2019). Vice President of Alexandria University (2016 –2018). Dean Faculty of Science, Alexandria University (2010-2016). Vice Dean for Community Development and Environment Affairs (2007-2010). He has an M.Sc (1986) in Palynology and Micropaleontology from the Alexandria University. He obtained his Ph.D in Palynology, Micropaleontology and Paleoenvironment in 1993 from the University of Alexandria and the Technical University of Berlin (Channel Program).



Pro Vice-Chancellor, Health Cluster

Professor Tarek Abbas is the founding Dean and the Head of the Council, Faculty of Dentistry at the British University in Egypt. He is a Professor Emeritus of Oral and Maxillofacial Surgery, at the Faculty of Oral and Dental Medicine, at Cairo University and the first Vice President and President-Elect of Deans of Dental Schools in Africa. He is an Associate Trustee in the Arab Dental Federation (The official Organisation of the League of Arab States, the planning Expert in the Dental Sector Committee, the Supreme Council of Universities, and the President of the Egyptian Dental Association (EDA).



Pro Vice-Chancellor, Social Science Cluster

Professor Wadouda Badran was the former Dean of the Faculty of Business Administration, Economics and Political Science at the British University in Egypt. She is on secondment from Cairo University where she is a Professor of Political Science at Cairo University. Professor Badran was the Vice Dean of the Faculty of Economics and Political Science between 1995 and 2001. Her research-related activities and publications include enhancing women's participation in politics, American studies, the EEC and Egypt, Middle East politics and research methods. She also was the Egyptian Cultural Counsellor in the UK between 2001 and 2003.



Pro Vice-Chancellor, Recruitment and Admission

Professor James Holness is the Pro Vice-Chancellor for Recruitment and Admission at The British University in Egypt (BUE), where he leads global recruitment strategy and oversees the development of strategic academic and industry partnerships. With extensive experience in higher education leadership, he is recognised for advancing international engagement, student mobility, and institutional growth. He holds an Engineering Doctorate (EngD) in Materials Engineering and a Bachelor's Degree in Materials Engineering from Swansea University (Prifysgol Abertawe).

OUR CHIEF OFFICERS:



Chief Financial Officer

Mr. Fathi Abdelmoneim has over 27 years of experience evolving from ground operational corporate finance, capacity building and investment proposals with high profile deals and contracts negotiations, to the more strategic level of long-term financial strategies to facilitate ambitious growth plans and objectives. He has served for the last 16 years at BUE at different posts from chief accountant to his current level and leading four department teams including finance, investment strategy, operation planning and supply chair. He holds an MBA majoring in Finance from the Arab Academy for Science and Technology and a B.A. in Commerce.



Chief Marketing and Communications Officer

Ms. Rasha Mabrouk held the post of Executive Director of Development for seven years at the American University in Cairo (AUC). Prior to that she was a member of the executive leadership team at global leader Abercrombie & Kent, serving as Director of Marketing Communications for almost ten years. She holds two Masters of Arts degrees in Broadcast Journalism from the AUC and International Journalism from Westminster University in the UK. Her Bachelor of Arts degree is in Journalism and Mass Communication from AUC.



Chief of Staff / Strategic Projects

Ms. Ranya Boraie has worked for the past 15 years at the American University in Cairo (AUC) where she rose through the ranks to become Vice President for University Affairs and Chief of Staff at the Office of the President. Prior to that, her work experience was gleaned from within the business world in the UAE and from work in the public sector and cultural educational institutions in Egypt. She holds a Bachelor of Arts from the AUC.



Chief Operating Officer

Engineer Youssef Youssef has Eighteen years of professional experience in the Engineering, Management, Oil & Gas, Facility, and Project Management fields. He spent most of his career at Apache Corporation, a multinational Oil & Gas Company where he worked in several departments. In addition, he has worked in other industries such as FMCG; Edita Food Industries, Engineering; ENPPI, and the Egyptian Construction Company.



Chief People Officer

Mr. Sherif Hosni is highly experienced in managing and directing Business venues, change management transformation, strategic planning with operational excellence, Analyzing organizations management systems and setting up lean organizational structures that could accommodate current challenges, optimizing workflow patterns, setting up performance culture among the organization, enhancing organizational development aspects, to empower Policies and procedures for outstanding operational efficiency with cost-effectiveness optimization. Human Resources Management and Staffing analysis to meet the best interest of the organization. He led several roles, faced various challenges, and achieved a lot of success stories, with an intensive experience over 25 years in diversified industries and services globally.

Interim Director of Marketing Communications

Job Purpose:

The Interim Director of Marketing Communications will lead, manage, and oversee all marketing, communications, branding, digital engagement, and PR functions of the British University in Egypt during the absence of the Chief Marketing Communications Officer (CMCO).

The post-holder will ensure continuity of operations, maintain the University's brand integrity, support student recruitment cycles, and strengthen internal and external communications while ensuring all key projects, campaigns, and strategic deliverables remain on track.

Key Responsibilities:

A. Leadership

Act as the primary decision-maker for the department in the CMCO's absence.

Provide interim leadership and direction for all Marketing Communications functions, providing guidance, coaching, and operational leadership.

Maintain alignment with the University's strategic objectives, ensuring marketing and communication department support, branding, reputation building, stakeholder engagement and student recruitment

Supervise planning and execution of major events, campaigns, open days, and university-wide initiatives, and monthly submitted progress reports to senior leadership.

Ensure all ongoing departmental projects continue without interruption.

Oversee departmental budgeting, procurement processes, and vendor coordination.

B. Marketing & Brand Management

Oversee the development and execution of marketing plans for university initiatives, student recruitment

Ensure brand consistency across all digital, print, on-ground communication and production (brochures, adverts, videos, digital assets) meets university quality standards.

Oversee content strategy for all digital platforms including website, social media, and campaigns.

Manage market insights and monitor KPIs related to online engagement.

C. Media & Public Relations Communications

Manage relationships with media outlets, PR agencies, and external communication partners.

Oversee preparation of press releases, official statements, speeches, and key corporate messages.

Provide senior oversight for crisis communication and reputation management when required.

Represent the University in public-facing events, media briefings, and communication-related engagements.

D. Internal Communications

Ensure consistent and timely communication across internal stakeholders including staff, students, and faculty.

Strengthen internal communication frameworks and ensure message alignment.



Working Relationships

President and Vice Chancellor
Chief officers and Deputy Vice Chancellors
Deans, Directors
External media partners, agencies, creative suppliers
Senior leadership committees and governance bodies
Chief Marketing Communications Officer (handover & coordination)

Qualifications & Experience

Essential

Bachelor's degree in Marketing, Communications, Business, Media, or related field.
10+ years of progressive experience in Marketing & Communications, with at least 5 years in a senior leadership role.
Demonstrated experience in managing large-scale marketing campaigns and complex communication portfolios.
Proven ability to lead cross-functional teams in a fast-paced environment.
Strong understanding of digital marketing, branding, PR, and crisis communications.
Excellent leadership, interpersonal, and stakeholder-management skills.

Desirable

Experience in higher education, especially within international or British-model universities.
Master's degree preferred.
Experience working with international stakeholders, accreditation bodies, or global media networks.

Key Competencies

Strategic thinking and planning
Leadership & team development
Excellent verbal and written communication
Digital marketing and analytics
Stakeholder management
Crisis communication and media handling
Creative problem-solving
High adaptability and resilience
Integrity and confidentiality

Contract & Conditions

Duration: 6 months (extendable based on organizational needs)
Start Date: Immediate
Reporting: Directly to President and Vice Chancellor.
Full-time, on-campus presence required

HOW TO APPLY

To apply for this post please send a cover letter and CV to

Careers@bue.edu.eg
cpo@bue.edu.eg

For more information, please visit <https://www.bue.edu.eg/job-vacancies>

Why Live in Egypt?

Egypt offers an unparalleled blend of natural beauty, adventure, and world-renowned heritage. From the Red Sea's magnificent diving spots, home to some of the most vibrant coral reefs in the world, to the awe-inspiring monuments of Upper Egypt, where millennia-old temples and tombs form one of the largest open-air museums on earth, the country provides endless opportunities for exploration. Beyond its coastline and cultural treasures, Egypt's vast deserts offer unique experiences such as camping, sandboarding, and safari adventures, making it a destination rich in discovery for residents and families alike.



Living in Egypt

Education & Family Life

Families relocating to Egypt have access to a wide variety of established international schools offering British, American, IB, French, and German curricula. These schools provide strong academics, diverse extracurricular programmes, and nurturing learning environments. Beyond school hours, children enjoy sports clubs, science centres, parks, and family-friendly attractions across the city.



A Welcoming Community & Modern Living

Egypt's warm hospitality and strong international communities help newcomers settle in quickly and feel at home. At the same time, the country offers modern, secure living environments at an accessible cost, with well-equipped residential compounds and affordable everyday expenses that allow families to enjoy comfort and convenience.





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