

Yosra Salem

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PROFILE SUMMARY

- Trained in program evaluation design, implementation, collection and analysis of qualitative and quantitative data
- Seven years of international humanitarian field experience with the International Committee of the Red Cross (ICRC) in addition to working on climate and gender justice campaigns within Canada and internationally
- Expertise in relationship-building with various partners, national authorities, and other international and local NGOs
- Two years of team management experience in challenging international contexts
- Proficient in carrying out needs assessments, designing strategies, drafting concept notes, setting budgets, and KPIs
- Knowledge of analytical software such as SPSS and NVivo
- Native bilingual fluency in Arabic and English, and intermediate working level of French (B1)

WORK EXPERIENCE

Independent Evaluator

March 2024- Current

Carleton University

- Managing and implementing an evaluation of the 'Academic Advancement and Career Alignment Certificate for New Scholars in Canada' for Carleton University
- Developing the evaluation design, qualitative and quantitative data collection tools, engaging with interest holders and currently in the process of analyzing the data before sharing the findings and recommendations with the client in June 2024

Evaluation Team Member

Nov 2022- Dec 2023

Ottawa Rape Crisis Center (ORCC) | Ottawa, Canada

- Collaborated with the evaluation team to design and implement an evaluation of the asynchronous resources program and managed project timelines to ensure timely completion of evaluation tasks and deliverables
- Developed surveys for the quantitative data collection, supported the creation of interview guides, and utilized NVivo for coding and analyzing qualitative
- Worked with various partners and led client meetings to discuss evaluation progress and findings

Communication Specialist, Emergency response

Aug 2022- Nov 2023

Canadian Red Cross | Ottawa, Canada

- Developed communications toolkits including internal and external messaging, briefing documents, and communications plans that supported the Canadian Red Cross operations in Canada and Internationally
- Provided operational updates and advised the operations and program departments on how best to respond to enquiries from beneficiaries, donors, media, and other partners

Campaign and Outreach Officer

Oct 2020- May 2021

OXFAM | Ottawa, Canada

- Led the design of public awareness campaigns through drafting concept notes, theory of change, and plan of action contributing the climate justice file
- Created a gender and climate guide to raise awareness on gender climate issues, and to help climate activists, environmental non-profits, and other civil society organizations

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- Delivered awareness sessions during International Development Week and OXFAM's World Humanitarian Summit

Communication and Community Engagement Delegate

May 2019 - Jun 2020

International Committee of the Red Cross (ICRC) | Damascus, Syria

- Managed the Operational Communication and Community Engagement programs in Syria, and developed strategies, logic models, and indicators for all planned activities
- Developed and implemented the first digital community engagement program in the ICRC, in Syria and Internationally, to engage with hard-to-reach populations in Syria
- Developed and implemented quantitative and qualitative data collection tools, including surveys and regular interest holder interviews, which were used to gather feedback and measure the program impact on target populations

Protection Delegate

Apr 2018 - Apr 2019

International Committee of the Red Cross (ICRC) | Tripoli, Lebanon

- Managed a team of four team members working on implementing protection activities (Detention, Judicial Guarantees, Protection of Civilian Population, Restoration of family links, Missing and/or Urban Violence)
- Managed the implementation of Community Based Protection projects through direct engagement with affected and target populations, including Syrian refugees and Lebanese families of the missing
- Established a networking strategy using qualitative data collection tools, including interviews and environment scanning, that led to improved ICRC, acceptance, and engagement with various groups and interest holders

Detention Delegate

Feb 2017 - Mar 2018

International Committee of the Red Cross (ICRC) | Zimbabwe

- Planned, organized, and led detention monitoring visits, and implemented tailored activities in 11 which focused on conditions of detention, judicial guarantees, ill-treatment, health needs, malnutrition indicators
- Drafted and recommendations to support prison managers in improving prison conditions in their facilities
- Implemented the gradual closure of ICRC detention activities in Zimbabwe over 2017 & 2018 after conducting an extensive assessment of the program's outcomes and shortfalls

Communication Officer

Mar 2014 - Dec 2016

International Committee of the Red Cross (ICRC) | Cairo, Egypt

- Disseminated activities and represented the Red Cross Red Crescent Movement in events and conferences
- Mapped out key social media influencers and developed the delegation's network of social media experts
- Produced communication materials and tools used across the organization

Training Consultant

Oct 2011 - Mar 2014

International Company for Human Resources Management and Development (IMI) | Cairo, Egypt

- Advised more than 15 companies in the Fast-Moving Consumer Goods sector and helped set up staff development plans to improve staff capacity and meet the company's strategic objectives
- Developed, organized, and managed various training programs

EDUCATION

Diploma in Public Policy and Program Evaluation

Sep 2022 - Present

Carleton University | Ottawa, Canada

- Program focuses on evaluation design and use through variety of methods, approaches, and tools

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Bachelor's degree, Political Science

Sep 2006 - Sep 2010

The British University in Egypt | Cairo, Egypt

- International Relations, specializing in Middle East Politics

SOFTWARE

- Microsoft Office—Teams, PowerPoint, Word, Canvas, Tableau
- Qualitative and Quantitative—SPSS, and NVivo