



## Sanad for Alternative Parental Care Marketing Coordinator

<b>ABOUT SANAD</b>	<p>Sanad for Alternative Parental Care is a non-profit organization, yet acts as a social enterprise, is registered under the Ministry of Social Solidarity (MoSS) since 2008.</p> <p>Our Vision: A world where orphans shape their future.</p> <p>Our Mission: Strengthening the alternative parental care system through standardization, research, certified training, and advocacy, so that every orphan to realize his uniqueness and potentiality.</p> <p>Since its foundation, Sanad has been introducing innovative solutions based on a transformation approach to reform orphanage care in Egypt and ensure a better future for children and youth raised in care homes. Yet, in 2016, Sanad extended its efforts to include another form of alternative care which is foster/alternative families (Kafala) by joining the Higher Committee of Alternative Families at MoSS. Sanad created a breakthrough in the field of orphans care by developing Quality Standards for Alternative Care within care homes for children and youth without parental care and advocating for mandating these standards nationwide which was accredited and mandated by the Ministry of Social Solidarity in June 2014.</p> <p>Sanad’s projects and programs are driven from its long-term strategic objectives (2024-2030):</p> <ol style="list-style-type: none"> <li>1. Providing technical support to enable the transformation of care-homes’ system from institutional care to semi-family care.</li> <li>2. Qualifying foster families to be capable of raising children deprived of parental care.</li> <li>3. Preparing qualified cadres to work within the alternative care system. Developing mechanisms of sustainability and ensuring the quality of the alternative care provided in all its forms.</li> <li>3. Gaining the support of the private sector and the civil society to advocate for equal opportunities for all care leavers.</li> <li>4. Raising the institutional and the technical efficiency of civil society organizations and the private sector to empower care leavers socially and economically.</li> </ol> <p>Sanad was recognized as one of the best six practices worldwide to improve the living environment by Dubai International Award, was selected as the best project under the Humanitarian Category in the Arab Region by MBC Hope in 2014, was recognized by Prince Mohamed Bin Fahd Prize for Best Charity Performance in 2017 in the Arab World and received Misr El Kheir Foundation “Social Pioneers Prize” in 2020 for its effort in implementing the fourth goal in the SDGs “Quality Education.”</p>
<b>JOB PURPOSE</b>	<p>The Marketing Coordinator at Sanad for Alternative Parental Care supports the planning, coordination, and execution of marketing and communication</p>

	<p>activities that enhance the organization’s visibility, strengthen stakeholder engagement, and promote its programs, services, and impact.</p> <p>The role focuses on organizing marketing initiatives, ensuring timely delivery of campaigns and content, maintaining consistency in Sanad’s brand and messaging, and providing administrative and operational support to the Marketing function.</p> <p>This position plays a key coordination role between internal teams, partners, vendors, and stakeholders to ensure smooth implementation of marketing activities aligned with Sanad’s strategic objectives.</p>
<p><b>REPORTS TO</b></p>	<p><b>Marketing Manager</b></p>
<p><b>DUTIES &amp; RESPONSIBILITIES</b></p>	<p><b>1) Campaign and Communication Coordination</b></p> <ul style="list-style-type: none"> <li>• Support the planning and execution of marketing and communication campaigns related to programs, initiatives, events, and partnerships</li> <li>• Coordinate timelines, deliverables, and communication with internal departments</li> <li>• Ensure marketing activities are implemented according to agreed plans and schedules</li> <li>• Follow up on pending actions to ensure timely completion</li> <li>• Assist in preparing campaign briefs and coordinating implementation with relevant teams</li> </ul> <p><b>2) Content and Digital Communication</b></p> <ul style="list-style-type: none"> <li>• Coordinate the development, scheduling, and publishing of content across social media platforms, website, newsletters, and communication channels</li> <li>• Ensure consistency of messaging, tone, and visual identity across all communication materials</li> <li>• Work closely with designers, photographers, and content creators to produce marketing content</li> <li>• Support monitoring engagement and tracking basic performance indicators</li> <li>• Assist in responding to inquiries received through communication channels when required</li> </ul> <p><b>3) Event and Activity Coordination</b></p> <ul style="list-style-type: none"> <li>• Support the planning and coordination of events, workshops, conferences, campaigns, and community engagement activities</li> </ul>

- Coordinate logistics, materials, invitations, and communication with stakeholders
- Ensure readiness of marketing materials before events and activities
- Support on-site coordination during events when required
- Document activities through photos, videos, attendance records, and summaries

#### **4) Stakeholder and Partner Communication Support**

- Coordinate communication with partners, donors, media representatives, and stakeholders regarding marketing and communication activities
- Support the preparation of communication materials such as announcements, invitations, presentations, and reports
- Maintain updated contact lists and communication records
- Follow up with stakeholders to ensure timely communication and response

#### **5) Brand and Communication Compliance**

- Ensure consistent application of Sanad's brand identity across all communication materials
- Review marketing materials before publishing to ensure accuracy and quality
- Ensure communication materials comply with safeguarding and protection considerations related to beneficiaries
- Support adherence to organizational communication and documentation standards

#### **6) Marketing Operations and Reporting**

- Maintain organized records of marketing plans, assets, photos, videos, and campaign documentation
- Track marketing activities and support preparation of periodic updates and reports
- Support maintaining the marketing calendar and activity schedules
- Assist in collecting data related to marketing performance and engagement
- Support documentation of marketing activities for reporting and institutional records
- Maintain organized filing systems for marketing-related documents, contracts, quotations, invoices, and approvals

	<ul style="list-style-type: none"> <li>• Coordinate administrative processes related to marketing activities, including purchase requests, procurement follow-up, and documentation submission</li> <li>• Track marketing-related expenses and support documentation required for payments and reimbursements</li> <li>• Maintain updated records of vendors, service providers, and suppliers</li> <li>• Follow up with internal teams and external vendors to ensure completion of assigned tasks</li> </ul>
<p><b>JOB REQUIREMENTS</b></p>	<ul style="list-style-type: none"> <li>• Bachelor’s degree in Marketing, Communications, Business Administration, Media, or a related field</li> <li>• 1–3 years of experience in marketing, communications, coordination, or administrative roles</li> <li>• Experience in social media, events coordination, or nonprofit communication is preferred</li> <li>• Experience working in development, education, social services, or nonprofit sectors is an advantage</li> </ul>
<p><b>CORE COMPETENCIES</b></p>	<ul style="list-style-type: none"> <li>• Professionalism &amp; Reliability</li> <li>• Collaboration &amp; Communication</li> <li>• Problem-Solving &amp; Ownership</li> <li>• Innovation &amp; Learning</li> <li>• Compassion &amp; Inclusion</li> <li>• Results Focus</li> <li>• Time management</li> <li>• Teamwork</li> </ul>

APPLICATION Form

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Note: We'll be in touch with those who make it to the shortlist for interviews. Appreciate your interest.