

Sanad for Alternative Parental Care

Marketing Manager

ABOUT SANAD

Sanad for Alternative Parental Care is a mission-driven organization operating with a social enterprise mindset, dedicated to transforming alternative parental care systems in Egypt and the Arab region.

Founded in 2008 and registered under the Ministry of Social Solidarity (MoSS), Sanad has evolved into a recognized leader in system-level reform, combining policy influence, quality standards, research, certified capacity building, and strategic partnerships to improve outcomes for children and youth without parental care.

Our Vision: A world where orphans shape their future.

Our Mission: Strengthening the alternative parental care system through standardization, research, certified training, and advocacy, so that every orphan realizes their uniqueness and potential.

Sanad's work is anchored in the United Nations Sustainable Development Goals (SDGs), with a particular focus on:

- **SDG 4 – Quality Education**
- **SDG 8 – Decent Work and Economic Growth**
- **SDG 10 – Reduced Inequalities**
- **SDG 16 – Peace, Justice, And Strong Institutions**
- **SDG 17 – Partnerships for The Goals**

Through this lens, Sanad operates as a system architect and knowledge leader, shaping how alternative care is governed, measured, and delivered.

A defining milestone in Sanad's journey was the development of national quality standards for alternative care, officially accredited and mandated by the Ministry of Social Solidarity in 2014. This achievement marked a structural shift in how care quality is defined and implemented across Egypt, and positioned Sanad as a reference point for quality and accountability in the sector.

In 2016, Sanad expanded its leadership role to include family-based care (foster / Kafala families) by joining the Higher Committee for Alternative Families at MoSS, contributing directly to policy dialogue and reform at the national level.

Today, Sanad operates across the full alternative care ecosystem:

- **Institutional and Family-Based Care Models**
- **Caregivers, Practitioners, And Institutions**
- **Youth Transitioning into Independent, Dignified Adulthood**
- **Monitoring, Evaluation, And Accountability Systems**

	<ul style="list-style-type: none"> Cross-Sector, Regional, And International Partnerships <p>Sanad's approach and impact have been recognized regionally and internationally, including:</p> <ul style="list-style-type: none"> Selection among the Top Six Global Practices for Improving Living Environments (Dubai International Award) Best Humanitarian Project in The Arab Region (Mbc Hope, 2014) Prince Mohamed Bin Fahd Prize for Best Charitable Performance (2017) Misr El Kheir Foundation's Social Pioneers Prize (2020) For Contribution to SDG 4: Quality Education <p>As Sanad enters its next phase, the organization is scaling its influence beyond borders, strengthening its regional presence, deepening strategic partnerships, and investing in systems, brand, and talent that support long-term sustainability and regional leadership.</p> <p>We are building a team of professionals who want to contribute to market-shaping work, apply world-class practices to social impact, and be part of an organization that operates where local credibility meets regional ambition and global standards.</p>
ROLE OVERVIEW	The Marketing Manager is a strategic leadership role responsible for protecting, amplifying, and extending Sanad's position as a market leader in alternative parental care. The role shapes how Sanad influences conversations, partnerships, and decision-making at national and regional levels, ensuring alignment with the SDGs and global best practices.
REPORTS TO	Executive Director
DUTIES & RESPONSIBILITIES	<p>1. Brand Strategy & Market Positioning</p> <ul style="list-style-type: none"> Own and evolve Sanad's brand positioning to support growth, partnerships, and regional influence. Translate complex work into clear, compelling narratives for diverse audiences. Ensure consistency in brand identity, messaging, and tone across all touchpoints. Act as a strategic partner to leadership on external positioning and communication. Position Sanad as a reference organization in regional and global conversations on alternative care. <p>2. Regional & External Influence</p> <ul style="list-style-type: none"> Support Sanad's regional positioning through thought leadership,

partnerships communication, and regional platforms.

- Adapt messaging for regional and international stakeholders (partners, donors, policymakers, networks).
- Contribute to regional conferences, publications, and platforms in collaboration with leadership.

3. Campaigns & Growth-Oriented Marketing

- Design and lead multi-channel campaigns (awareness, positioning, partnerships, fundraising, employer branding).
- Apply marketing thinking to support organizational growth and sustainability.
- Identify opportunities to expand reach, influence, and engagement beyond traditional audiences.
- Balance long-term brand building with short-term visibility goals.

4. Digital Presence & Performance

- Lead Sanad's digital presence (website, social media, email, content platforms).
- Use analytics and insights to inform decisions and optimize performance.
- Stay current with marketing trends, tools, and platforms relevant to scaling impact.
- Ensure Sanad's digital presence reflects credibility, clarity, and professionalism.

5. Cross-Functional Enablement

- Support BD & Partnerships with strong narratives, decks, proposals, and presentations.
- Work with Program teams to translate impact and outcomes into market-relevant messaging.
- Partner with People & Culture on employer branding and internal communication.
- Align marketing initiatives with organizational milestones and strategic priorities.

6. Thought Leadership, Media & Visibility

- Position Sanad and its leadership as thought leaders in their areas of expertise.
- Manage relationships with media, platforms, and communication partners.
- Lead communication for major events, launches, and public engagements.

EXPERIENCE & QUALIFICATIONS

7. Team, Budget & Vendor Management

- Lead and develop the marketing function (team members, consultants, agencies).
- Manage marketing budgets with a focus on ROI and impact.
- Set clear priorities, workflows, and quality standards.
- Bachelor's degree in Marketing, Communications, Media, or related field, (Master's degree is an asset)
- 12+ years of experience in marketing and communications. (Background in corporates, startups, consultancies, agencies, or tech is highly welcomed)
- Proven experience in brand building, campaigns, and strategic communications
- Proven experience leading teams, agencies, and cross-functional initiatives
- Strong Arabic and English communication skills (written and verbal)

REQUIRED SKILLS & COMPETENCIES

- Brand strategy and positioning
- Campaign planning and execution
- Digital marketing and performance tracking
- Stakeholder-focused communication
- Storytelling with purpose and credibility
- Strong strategic judgment and commercial awareness
- Comfort operating in ambiguity and growth environments
- Ability to influence across senior and cross-functional stakeholders
- High standards for quality, ethics, and accountability

POSITION TYPE

- Full-time

APPLICATION FORM

- [Application Form](#)

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