

## Sanad for Alternative Parental Care Marketing Manager

<b>ABOUT SANAD</b>	<p>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.</p> <p>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.</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 realizes their uniqueness and potential.</p> <p>Sanad's work is anchored in the United Nations Sustainable Development Goals (SDGs), with a particular focus on:</p> <ul style="list-style-type: none"> <li>• <b>SDG 4 – Quality Education</b></li> <li>• <b>SDG 8 – Decent Work and Economic Growth</b></li> <li>• <b>SDG 10 – Reduced Inequalities</b></li> <li>• <b>SDG 16 – Peace, Justice, And Strong Institutions</b></li> <li>• <b>SDG 17 – Partnerships for The Goals</b></li> </ul> <p>Through this lens, Sanad operates as a system architect and knowledge leader, shaping how alternative care is governed, measured, and delivered.</p> <p>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.</p> <p>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.</p> <p>Today, Sanad operates across the full alternative care ecosystem:</p> <ul style="list-style-type: none"> <li>• <b>Institutional and Family-Based Care Models</b></li> <li>• <b>Caregivers, Practitioners, And Institutions</b></li> <li>• <b>Youth Transitioning into Independent, Dignified Adulthood</b></li> <li>• <b>Monitoring, Evaluation, And Accountability Systems</b></li> </ul>
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	<ul style="list-style-type: none"> <li>• <b>Cross-Sector, Regional, And International Partnerships</b></li> </ul> <p>Sanad's approach and impact have been recognized regionally and internationally, including:</p> <ul style="list-style-type: none"> <li>• <b>Selection among the Top Six Global Practices for Improving Living Environments (Dubai International Award)</b></li> <li>• <b>Best Humanitarian Project in The Arab Region (Mbc Hope, 2014)</b></li> <li>• <b>Prince Mohamed Bin Fahd Prize for Best Charitable Performance (2017)</b></li> <li>• <b>Misr El Kheir Foundation's Social Pioneers Prize (2020) For Contribution to SDG 4: Quality Education</b></li> </ul> <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>
<b>ROLE OVERVIEW</b>	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.
<b>REPORTS TO</b>	<b>Executive Director</b>
<b>DUTIES &amp; RESPONSIBILITIES</b>	<p><b>1. Brand Strategy &amp; Market Positioning</b></p> <ul style="list-style-type: none"> <li>• Own and evolve Sanad's brand positioning to support growth, partnerships, and regional influence.</li> <li>• Translate complex work into clear, compelling narratives for diverse audiences.</li> <li>• Ensure consistency in brand identity, messaging, and tone across all touchpoints.</li> <li>• Act as a strategic partner to leadership on external positioning and communication.</li> <li>• Position Sanad as a reference organization in regional and global conversations on alternative care.</li> </ul> <p><b>2. Regional &amp; External Influence</b></p> <ul style="list-style-type: none"> <li>• Support Sanad's regional positioning through thought leadership,</li> </ul>

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.

	<b>7. Team, Budget &amp; Vendor Management</b> <ul style="list-style-type: none"> <li>• Lead and develop the marketing function (team members, consultants, agencies).</li> <li>• Manage marketing budgets with a focus on ROI and impact.</li> <li>• Set clear priorities, workflows, and quality standards.</li> </ul>
<b>EXPERIENCE &amp; QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree in Marketing, Communications, Media, or related field, (Master's degree is an asset)</li> <li>• 12+ years of experience in marketing and communications. (Background in corporates, startups, consultancies, agencies, or tech is highly welcomed)</li> <li>• Proven experience in brand building, campaigns, and strategic communications</li> <li>• Proven experience leading teams, agencies, and cross-functional initiatives</li> <li>• Strong Arabic and English communication skills (written and verbal)</li> </ul>
<b>REQUIRED SKILLS &amp; COMPETENCIES</b>	<ul style="list-style-type: none"> <li>• Brand strategy and positioning</li> <li>• Campaign planning and execution</li> <li>• Digital marketing and performance tracking</li> <li>• Stakeholder-focused communication</li> <li>• Storytelling with purpose and credibility</li> <li>• Strong strategic judgment and commercial awareness</li> <li>• Comfort operating in ambiguity and growth environments</li> <li>• Ability to influence across senior and cross-functional stakeholders</li> <li>• High standards for quality, ethics, and accountability</li> </ul>
<b>POSITION TYPE</b>	<ul style="list-style-type: none"> <li>• Full-time</li> </ul>
<b>APPLICATION FORM</b>	<ul style="list-style-type: none"> <li>• <a href="#">Application Form</a></li> </ul>

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