



## Sanad for Alternative Parental Care

### Senior Specialist Digital Marketing

#### ABOUT SANAD

Sanad for Alternative Parental Care - currently under the legal name "Wataneya Society for Development of Orphanages" – is a non-profit organization, yet acts as a social enterprise, is registered under the Ministry of Social Solidarity (MoSS) since 2008.

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 to realize his uniqueness and potentiality.

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.

Sanad's projects and programs are driven from its long-term strategic objectives (2017-2024):

1. Developing the quality of family and semi-family care for children and youth without parental care
2. Empowering caregivers of children and youth to provide family- based care
3. Enabling youth without parental care economically and socially to successfully transition to independency
4. Developing monitoring and evaluation mechanisms for the alternative care system to sustain the quality of care
5. Building strategic partnerships to create an enabling environment for children and youth without parental care

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."

<b>REPORTS TO</b>	<b>Marketing Manager</b>
<b>DUTIES &amp; RESPONSIBILITIES</b>	<p><b>Digital Strategy and Planning</b></p> <ol style="list-style-type: none"> <li>1. Develop and manage a comprehensive digital marketing strategy that aligns with Sanad's overall organizational goals and objectives.</li> <li>2. Contribute to the development of the annual digital marketing budget and track campaign spending.</li> </ol> <p><b>Campaign Management and Optimization</b></p> <ol style="list-style-type: none"> <li>3. Oversee the planning, execution, and optimization of digital advertising campaigns across platforms like Google Ads, Facebook/Instagram Ads, LinkedIn Ads, etc.</li> <li>4. Monitor and analyze campaign performance, website analytics, and other digital marketing metrics to identify trends, insights, and opportunities for improvement.</li> </ol> <p><b>Content Creation and Optimization</b></p> <ol style="list-style-type: none"> <li>5. Collaborate with the communications and content teams to ensure brand consistency and messaging alignment across all digital channels.</li> <li>6. Leverage search engine optimization (SEO) best practices to improve the visibility and ranking of Sanad's website and content in organic search results.</li> </ol> <p><b>Email and Marketing Automation</b></p> <ol style="list-style-type: none"> <li>7. Manage the organization's email marketing program, including list segmentation, automated campaign setup, and performance tracking.</li> </ol> <p><b>Vendor and Influencer Relationships</b></p> <ol style="list-style-type: none"> <li>8. Develop and manage relationships with external digital marketing vendors, agencies, and influencers as needed.</li> </ol> <p><b>Reporting and Presentation</b></p> <ol style="list-style-type: none"> <li>9. Provide regular reporting and presentations to Sanad's leadership team on digital marketing performance and new initiatives.</li> </ol> <p><b>Team Development and Mentorship</b></p> <ol style="list-style-type: none"> <li>10. Mentor and train junior members of the marketing team to build their skills and capabilities.</li> </ol> <p><b>Impact Measurement</b></p> <ol style="list-style-type: none"> <li>11. Support the measurement and evaluation of digital marketing's impact on Sanad's overall organizational goals and objectives.</li> </ol>
<b>Job Requirements</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree in Marketing, Communications, Digital Media or a related field.</li> <li>• Minimum 5-7 years of relevant experience in digital marketing, with a</li> </ul>

	<p>proven track record of driving measurable results.</p> <ul style="list-style-type: none"> <li>• Expertise in developing and executing successful social media marketing campaigns across platforms like Facebook, Instagram, TikTok, LinkedIn.</li> <li>• Strong writing and content creation skills, with the ability to produce engaging and conversion-focused content.</li> <li>• Proficient in digital marketing analytics and tools, including Google Analytics, Google Ads, Facebook Business Manager, etc.</li> <li>• Knowledge of search engine optimization (SEO) best practices and experience in improving website visibility and driving organic traffic.</li> <li>• Excellent project management and organizational skills, with the ability to juggle multiple priorities.</li> <li>• Collaborative mindset and ability to work cross-functionally with diverse teams.</li> <li>• Passion for Sanad's mission and a commitment to using digital marketing to drive social impact.</li> </ul>
<p><b>CORE COMPETENCIES</b></p>	<ul style="list-style-type: none"> <li>• Digital Marketing Expertise</li> <li>• Content Creation and Optimization</li> <li>• Analytical and Reporting Skills</li> <li>• Project Management and Collaboration</li> <li>• Strategic Thinking and Innovation</li> <li>• Mentorship and Team Development</li> </ul>
<p><b>DOCUMENTS TO BE SUBMITTED</b></p>	<ul style="list-style-type: none"> <li>• Resume</li> </ul>

Interested Candidates can send the above documents to [careers@sanadorphans.org](mailto:careers@sanadorphans.org), mentioning the job title in the email subject line.

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