

## Sanad for Alternative Parental Care

### Bilingual Copywriter

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| <p><b>ABOUT SANAD</b></p> | <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 shapes 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> |
| <p><b>REPORTS TO</b></p>  | <p><b>Senior Specialist Digital Marketing</b></p>  |

## **DUTIES & RESPONSIBILITIES**

### **1. Content Development in Arabic (70%)**

- Create, edit, and proofread high-quality Arabic content, ensuring cultural relevance and alignment with Sanad's tone and values.
- Generate copy for a variety of mediums, including website content, social media posts, newsletters, brochures, press releases, and event materials.
- Translate and adapt English content into Arabic, maintaining message accuracy and engaging language.

### **2. English Content Writing (30%)**

- Produce and refine English content that aligns with the organization's voice and strategic goals.
- Support bilingual content needs for marketing campaigns, ensuring consistency in messaging across languages.

### **3. Collaborative Content Strategy**

- Work closely with the Marketing Manager and cross-functional teams to develop content calendars and strategies for brand promotion and audience engagement.
- Conduct regular reviews with the team to ensure messaging consistency and effectiveness across Arabic and English content.
- Coordinate with external stakeholders like designers, photographers, and video editors to plan and design brochures, reports, newsletters, videos, and other communication tools, ensuring alignment with Sanad's visual identity and the purpose of each initiative.

### **4. Audience Engagement and Optimization**

- Tailor copy to resonate with specific audience segments, incorporating SEO best practices where applicable.
- Analyze the performance of written content and make data-informed adjustments to improve engagement and reach.

### **5. Editing and Quality Assurance**

- Review and revise Arabic content produced by other team members or external sources to ensure accuracy, clarity, and brand alignment.
- Conduct quality checks on bilingual materials, ensuring consistent and error-free messaging across platforms.

### **6. Brand Voice and Messaging**

- Ensure that all copy reflects Sanad's brand voice, enhancing brand recognition and trust within target audiences.
- Contribute to the development of guidelines for Arabic content, helping establish a unified tone and style.

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| <b>JOB REQUIREMENTS</b>  | <ul style="list-style-type: none"> <li>• Bachelor's degree in Journalism, Marketing, Communications, or a related field.</li> <li>• Minimum of 3-5 years of experience in copywriting, with a strong emphasis on Arabic content creation.</li> <li>• Native or near-native proficiency in Arabic, with strong writing skills in Modern Standard Arabic. Proficiency in English, particularly for professional communication and content adaptation.</li> <li>• Proven experience in creating compelling, culturally attuned Arabic content.</li> <li>• Strong research skills to accurately represent topics related to alternative parental care and social impact.</li> <li>• Familiarity with SEO principles and digital marketing best practices.</li> <li>• Proficiency in content management systems and basic graphic design software (optional but preferred).</li> </ul> |
| <b>CORE COMPETENCIES</b> | <ul style="list-style-type: none"> <li>• Creativity &amp; Innovation</li> <li>• Attention to Detail and Accuracy</li> <li>• Communication and Interpersonal Skills</li> <li>• Adaptability and Continuous Learning</li> </ul>   |
| <b>POSITION TYPE</b>     | <ul style="list-style-type: none"> <li>• Full-time</li> </ul>   |
| <b>TO APPLY</b>          | <ul style="list-style-type: none"> <li>• <a href="#">Job Application Form</a></li> </ul>  |

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