Sanad for Orphans

Sanad for Alternative Parental Care

Marketing Manager

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."**
REPORTS TO	**Executive Director**
DUTIES & RESPONSIBILITIES	**Strategy Development and Execution:** 1. Develop and execute comprehensive marketing plans to support Sanad's strategic objectives, encompassing brand awareness, fundraising campaigns, and programs/services promotions. **Collaboration and Stakeholder Engagement:** 2. Collaborate with internal teams to identify marketing needs and

Sanad for Orphans

	opportunities, ensuring alignment with organizational goals. 3. Develop and implement training programs to educate internal stakeholders, including staff members, volunteers, and board members, on Sanad's brand strategy. 4. Provide workshops and resources on how to effectively communicate Sanad's mission, values, and initiatives using branded communication tools. 5. Cultivate and maintain relationships with media outlets, influencers, partners, and stakeholders to amplify Sanad's message and reach new audiences. **Content Creation and Management:** 6. Create compelling marketing materials, including digital content, print materials, presentations, and videos, to effectively communicate Sanad's mission, impact, and initiatives. 7. Manage Sanad's online presence across various platforms, including website content, social media channels, email marketing campaigns, and digital advertising, to engage stakeholders and drive traffic and engagement. **Market Research and Analysis:** 8. Conduct market research and analysis to identify trends, opportunities, and challenges in the sector, utilizing insights to inform marketing strategies and tactics. 9. Conduct regular competitive analysis and benchmarking to identify strengths, weaknesses, opportunities, and threats in the market. **Performance Monitoring and Optimization:** 10. Monitor and evaluate the performance of marketing activities, utilizing data and metrics to optimize strategies and improve outcomes. 11. Develop and implement strategies to track and measure the impact of marketing activities on key performance indicators. **Leadership and Coordination:** 12. Lead cross-functional teams and projects as needed, coordinating with program staff, designers, writers, and external vendors to produce high-quality marketing materials and campaigns on time and within budget. 13. Provide support and guidance to regional partners and partner organizations to ensure consistent messaging and branding across all marketing materials and channels. **Reporting and Compliance:** 14. Provide regular reports and updates to senior management and the Board of Directors on marketing performance, trends, and opportunities. 15. Stay informed about relevant regulations, policies, and ethical guidelines governing marketing and communications in the nonprofit sector, ensuring compliance with all legal and ethical standards. **Professional Development and Representation:** 16. Stay up-to-date on industry best practices, emerging trends, and new technologies in marketing and communications, sharing knowledge and insights with the team. 17. Represent Sanad at events, conferences, and other forums to promote our work and build relationships with key stakeholders, acting as a brand ambassador for Sanad's mission, values, and impact.
JOB REQUIREMENTS	• Bachelor's degree in marketing, communications, business administration, or a related field. A Master's degree is a plus.

Sanad for Orphans

	• 10+ years of experience in a similar role with at least 2 years in a leadership role preferably in a social enterprise or nonprofit organization. • Proven track record of developing and executing successful marketing strategies and campaigns. • Experience in fundraising and donor relations is desirable. • Strong project management skills, with the ability to prioritize tasks, meet deadlines, and manage multiple projects simultaneously. • Excellent written and verbal communication skills, with the ability to craft clear and compelling messaging for different audiences in Arabic & English. • Creative thinker with a keen eye for design and attention to detail. • Proficiency in digital marketing tools and platforms, including website content management systems, social media management tools, email marketing software, and analytics platforms. • Ability to conduct market research and analysis to identify trends, opportunities, and challenges. • Strong leadership and team collaboration skills, with the ability to lead cross-functional teams and projects. • Analytical mindset, with the ability to track and measure the impact of marketing activities and optimize strategies accordingly. • Strong interpersonal skills, with the ability to cultivate and maintain relationships with media outlets, influencers, partners, and stakeholders. • Passion for social impact and a commitment to Sanad's mission of empowering orphans and children without parental care.
CORE COMPETENCIES	• Strategic Thinking • Collaboration and Stakeholder Engagement • Content Creation and Management • Market Research and Analysis • Performance Monitoring and Optimization • Leadership and Coordination • Reporting and Compliance • Continuous Learning and Adaptability
DOCUMENTS TO BE SUBMITTED	• Resume

Interested Candidates can send the above documents to **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!