

JOB ANNOUNCEMENT

JOB TITLE	Marketing & Communication Specialist.
------------------	---------------------------------------

ABOUT WATANEYA	<p>Wataneya Society for the Development of Orphanages a non-profit organization, yet acts as a social enterprise, is registered under the Ministry of Social Solidarity (MoSS) since 2008 to “Create a future of equal opportunities for children and youth without parental care, through unifying the standards and applying all aspects of care and services in the alternative care.”</p> <p>The slogan “Quality of Life for Every Orphan” captures this vision and mission clearly, and maintains the vivid focus on children and youth without parental care.</p> <p>Since its foundation, Wataneya has been introducing innovative solutions based on a scientific approach to reform the orphanage care in Egypt and ensure a better future for children and youth raised in institutional homes. Yet, in 2016, Wataneya 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.</p> <p>Wataneya created a breakthrough in the field of orphans’ care by developing Quality Standards for Alternative Care within institutional homes for children and youth without parental care and advocating for mandating these standards nationwide.</p> <p>In June 2014, H.E Ghada Wali, Minister of Social Solidarity, issued a ministerial decree stated that all orphanages in Egypt are obliged to apply the QS. This decree was issued as a result of Wataneya’s efforts with the ministry, and other local and international organizations.</p> <p>Wataneya’s projects and programs are driven from its long-term strategic objectives (2017-2023),</p> <ol style="list-style-type: none"> 1. Empower institutional homes to apply the quality standards to enable the orphans to grow into independent and successful active members of the society. 2. Develop the caregiver profession to become an attractive, prestigious and accredited profession. 3. Participate with the institutions in developing role models of orphans, spread success stories to change the societal perspective of orphans. 4. Develop effective monitoring and evaluation system within the alternative care sector.
-----------------------	---

	<p>Wataneya 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, and was recognized by Prince Mohamed Bin Fahd Prize for Best Charity Performance in 2017 in the Arab World.</p>
<p>DEPARTMENT PURPOSE</p>	<p>The Marketing Communications Department is responsible for networking, and communicating Wataneya’s mission to all stakeholders, and to execute the marketing strategies and outreach plans across the following activities:</p> <ul style="list-style-type: none"> • Media Coverage. • Event planning and Management. • Awareness & Advocacy Campaigns. • Outreach. • Development of communication tools. • Management of Digital Platforms.

<p>REPORTS TO</p>	<p>Marketing Communications Manager.</p>
<p>DUTIES & RESPONSIBILITIES</p>	<ol style="list-style-type: none"> 1. Develop a digital strategy and plan based on Wataneya's strategy. 2. Manages Wataneya’s & Amaan’s social media platforms; developing content calendars with senior content specialist, coordinating with graphic designer for post designs, and Moderating all social media platforms. 3. Runs advertising campaigns on Wataneya’s social media platforms and manages online expenditure and reports. 4. Sends out and design Wataneya’s quarterly e-newsletters, and mailshots incorporation with senior content specialist and designer. 5. Keeps an updated archive of Wataneya’s digital assets including: Digital and print designs, photo banks, videos and documentaries. 6. Updates Wataneya’s website on regular basis, monitors analytics, identifies any areas of improvement to increase traffic, and manages relationship with website development agency. 7. Plans, organizes and manages Wataneya’s events such as conferences, seminars, receptions and exhibitions in coordination with the requesting department. 8. Coordinates with all suppliers throughout event planning and execution. 9. Keeps an updated database of media outlets contacts and supporters and engage with them, as well as issue press releases and materials. 10. Coordinate with freelancer photographers, videographers, editors, designers, and with interns during events. 11. Support in handling the printing and production of all of Wataneya’s publications and materials.

JOB REQUIREMENTS	
EDUCATION	<ul style="list-style-type: none"> • Bachelor’s degree in a relevant field.
RELEVANT EXPERIENCE	<ul style="list-style-type: none"> • 3+ years’ work experience in a relevant field. • Previous experience in the development field is an asset.
TECHNICAL KNOWLEDGE/ SKILLS/ TRAINING REQUIRED	<ul style="list-style-type: none"> • Excellent communications skills both written and verbal. • Experience with social media marketing campaign. • Experience working with WordPress and other web content management tools. • Experience in the use of CRM and other email marketing software. • Basic knowledge of adobe suite (Photoshop, Illustrator).
LANGUAGE ABILITY	Fluent in both Arabic and English.
CORE COMPETENCIES	<ul style="list-style-type: none"> • Quality Focus & Quality Performance • Initiative & Drive for Result & Results Orientation • Building Accountability • Continuous learning Creativity & Innovation • Facing Challenges and Decision Making • Bridging & Building Collaborating Work Relationships
DOCUMENTS TO BE SUBMITTED	Resume.

Interested Candidates, please send above document on info@wataneya.org, mentioning the job title in the email subject line.

Only shortlisted candidates will be contacted.