



Marketing and Communication Manager

Location: worldwide, remote online

Job status: Part time, volunteer, no benefits

Start Date: ASAP

JOB SUMMARY

The Marketing and Communications Manager is responsible for the development and supervision of all marketing and communications strategies for the company. This individual will oversee the development of goals, strategies, and implementation plans to execute comprehensive marketing campaigns. Some marketing goals will include maintaining the brand integrity of Sayap and strategically positioning the organization as a trusted source for charity while establishing the Sayap status as a charity leader.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- ❖ Initiate research, development, and implementation of new marketing programs, including direct mail, campaign advertisement, social media marketing, conventions, workshops, advertisements, sales tools and other initiatives.
- ❖ Develop and promote Sayap Africa branding initiatives consistent with corporate business goals and objectives.
- ❖ Maximize brand value through the development of ancillary revenue streams and new opportunities. • Ensure all products, services, and other offerings conform to brand identity; conduct ongoing brand management.
- ❖ Work with creative staff and other department heads to produce marketing collateral in accordance with brand messages.
- ❖ Develop marketing plans within budget requirements.
- ❖ Collaborate with all departments to identify internal and external customer needs.
- ❖ Communicate and negotiate with promotional partners as needed for joint marketing activities.
- ❖ Monitor, evaluate, and report on similar industry activities; make recommendations based on findings/opportunities discovered.
- ❖ Develop, manage and execute an annual strategic marketing and communications plan for URSU to span across all communication media (online and offline) and reach appropriate target audiences, based upon specific performance goals.
- ❖ Evaluate the success of various communication strategies and implement recommendations for improvement.
- ❖ Develop, manage and produce materials to create a cohesive image and message for print and all offline communication vehicles.
- ❖ Ensure that all materials are developed and distributed according to an appropriate timeline.
- ❖ Oversee the development, management and maintenance of all online communication vehicles.
- ❖ Provide strategic leadership to the marketing group. Set the yearly agenda for the marketing group and actively manage the department to accomplish its goals.
- ❖ Other duties as assigned.

QUALIFICATIONS

University degree in marketing, advertising, sales, or equivalent. Work experience in the not-for-profit sector preferred. Bachelor/Master's degree in Journalism, Communications or related field. 2 - 3 years of work experience in the sector including the handling of corporate communications, original writing and editing and some public relations. 5 years or less of direct work experience in a marketing. Ability to manage and co-ordinate the end-to-end development process while meeting deadlines and budget requirements. Highly effective project management, prioritization, multi-tasking, and time management skills to meet deadlines management capacity. Demonstrated proficiency in internet marketing techniques, technologies, and solutions. Can be Bilingual both oral and written, (French and English)

How to Apply

Send your resume and cover letter to Recruit@sayapafrika.org with the subject line: "Marketing and Communications Manager." We look forward to hearing from you!