



ZAKAT
FOUNDATION
of AMERICA

The Leader in Empowering Lives Through Zakat

Director Marketing & Communications

Job Summary

Zakat Foundation of America is an international humanitarian organization that helps generous and caring people reach out to those in need. Our goal is to address immediate needs and ensure the self-reliance of the poorest people around the world with Zakat and Sadaqah dollars.

Zakat Foundation is seeking a Director of Marketing & Communications who will report to the Chief Marketing Officer. The Director in partnership with the CMO will lead the marketing & communications team to continually enhance the Zakat Foundation brand image and name; increasing brand awareness, and providing support through print campaigns, advertisements, storytelling, point-of sale, partnerships, and relationship marketing. They are also responsible for creating and implementing a long-term communication strategy including a donor life-cycle plan and will co-lead the production of a yearly editorial calendar.

The Director will be responsible for creating, improving, and maintaining content to achieve Zakat Foundations fundraising goals via Marketing Communications. The Director will optimize content to create a seamless storytelling journey for our end-user. Ultimately, this role will be involved in almost all marketing content initiatives ensure user engagement, brand consistency, and a positive customer experience.

Duties and Responsibilities

- Manage marketing manager, marketing coordinator, designer and content creators to ensure the most impactful compelling communications are developed for Zakat Foundation
- In continual partnership with the CMO, plan, develop and execute brand strategies for a variety of external platforms, including print collateral, social and digital channels, website, multimedia/videos, and email marketing campaigns
- Lead the strategic planning for cyclical print campaigns such as Ramadan, Udhiyah, Year-end, Seasonal (winter/summer,) and others as needed
- Develop a process to ensure a proper flow of relevant information between the Programs, Development Department, and Marketing Communications Department
- Determine strategies to introduce and promote the company's brand message to varying audiences
- Develop an annual editorial content plan in partnership with Digital Marketing Manager, and CMO
- Work with on-the-ground program personnel to ensure best-in-class content is captured and easily deployable for Marketing Communications



ZAKAT
FOUNDATION
of AMERICA

The Leader in Empowering Lives Through Zakat

- Work very closely with Digital Marketing Manager to ensure materials are on-brand and meet campaign needs
- Partnering with Marketing Managers develop an efficient and effective process for collaborating on marketing projects and campaigns
- Create and publish engaging content in line with marketing plans
- Working closely with Digital Marketing Director to optimize content according to SEO strategy
- Participate in marketing project kick-offs to serve as content SME
- Manage content distribution to internal partners as appropriate
- Edit, proofread and improve writer's pieces
- Work with Marketing Coordinator to ensure photography assets are organized, tagged, and searchable via asset management tool SmugMug
- Creative direct design work and manage productivity of Production Designer ensuring all pieces reflect a best-in-class experience
- Work closely with Digital team in the creation of digital storytelling strategy
- Stay up-to-date with developments and generate new ideas to draw audience's attention

Requirements

- Must have 5+ years of experience in marketing, has a Bachelor's Degree in Marketing or Communications or similar
- Must understand marketing strategies, have developed marketing plans with proven +ROMI and believe in metrics-driven marketing
- Must have experience managing print marketing campaigns
- Excellent writing, editing, communication, and analytical skills, with high attention to detail
- Understand the nuances between various types of communication (internal vs. external, national vs. international, fundraising vs. general brand awareness, etc.)
- Possess the ability to navigate varying cultures easily while understanding how to lead with empathetic communications
- Experience in developing messaging and ad copy for various marketing campaigns
- Ability to manage direct reports and freelance writers in terms of creative direction and also day-to-day workload
- Strong creative outlook, project management skills, and problem-solving skills
- Work effectively with people from culturally diverse backgrounds.
- Applicants must be U.S. citizens, U.S. permanent resident, or otherwise legally authorized to work in the U.S. No visa sponsorships.



ZAKAT
FOUNDATION
of AMERICA

The Leader in Empowering Lives Through Zakat

Job Location

Zakat Foundation of America Headquarters Office, Bridgeview, IL.

Environment

1. The work is office based.
2. Position requires frequent and regular phone and computer use.
3. Workplace is smoke-free and drug-free environment.
4. Equal opportunity employer

To Apply

1. Interested candidates with a combination of significant, relevant on-the-job experience and education meeting the minimum requirements may apply.
2. Submit the following: a cover letter describing your interest in this position, résumé and salary requirements. Incomplete applications may not be considered.
3. Email applications to jobs@zakat.org with Director Marketing and Communications-YOUR- LAST-NAME in the subject line. NO PHONE CALLS will be accepted regarding this position.

This job description in no way states or implies that these are the only duties to be performed by this employee. He or she will be required to follow any other instructions and to perform any other duties requested by his or her supervisor