



ZAKAT
FOUNDATION
of AMERICA

The Leader in Empowering Lives Through Zakat

Marketing & Communications Manager

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.

Zakat Foundation is seeking a Marketing Manager for the Marketing & Communications Department. The Manager leads the day-to-day marketing activities of the organization. Reporting to the Director of Marketing & Communications. The Manager will manage project timelines, help with annual campaigns, partnerships, and direct-to-consumer marketing activities, and development of an editorial calendar.

Duties and Responsibilities

- Help build campaigns to support specific marketing objectives across different channels and segments in support of Zakat Foundation's overall strategic marketing needs
- For select marketing projects manage and lead deliverable from start to finish, driving collaboration with the stakeholders and leveraging the right internal processes
- Develop project timelines and track key phases critical to project success
- Ensure on-time and on-budget delivery of marketing campaigns
- Coordinate marketing campaigns to align with Programs Department's key projects
- Participate in brainstorming meetings for new campaign launches
- Build new and improve on existing brand partnerships with external entities
- Ensure campaigns are on brand and help further Zakat Foundation's identity
- Manage a wide range of marketing materials to meet ever-changing needs
- Regularly evaluate marketplace to gain a competitive advantage via marketing and positioning campaigns
- Work closely with internal Creative Services team, internal stakeholders, external agencies and vendors
- Monitor and report on effectiveness of marketing communications.



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Requirements

- Must have 3+ years of experience in marketing with a proven for-profit or non-profit organization
- Must understand the general principles of developing a marketing plan, marketing strategy, and marketing related metrics
- Must have a Bachelor's Degree in Marketing, Communications or similar
- Strong experience and proven track-record of building and leading marketing programs with successful results
- Must be familiar with the marketing project process e.g., Creative brief, project kick-offs, copy-writing, creative, ad reviews etc.,
- Must have experience working with external vendors such as print shops and fulfillment houses
- Exposure to digital and direct response marketing required
- Strong creative outlook, written and verbal communication skills
- Competence as a creative writer with an eye for great emails and landing pages
- Strong project management skills and problem-solving ability, including metrics-driven thinking
- Excellent multitasking 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.

The Manager will report to the Director of Marketing Communications and will receive periodic direction from the CMO.

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



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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 Marketing and Communication Manager - 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