AL-AYN
SOCIAL CARE FOUNDATION
EMPOWERING ORPHANED CHILDREN

Job Title: Senior International Marketing Manager
Reports to: Director of Communications
Hours: Full-time (40 hours a week), Flexibility to occasionally work outside hours required.
Location: London

About the Organisation
At Al-Ayn, we are dedicated to providing orphaned children living in poverty with the resources and opportunities needed to overcome their challenging circumstances. We believe that when a child realises their potential, it not only transforms their future but also positively impacts their families, communities, and society as a whole. Our mission is driven by our core values of transparency, dignity and empowerment.

Job Overview
The successful candidate will lead the development and delivery of the international marketing strategy, oversee key campaigns and appeals, and strengthen the organisation's giving products and donor engagement across our global network of Member Offices. This is a senior, hands-on role that involves campaign planning, product development, managing paid advertising across platforms such as Meta and Google, overseeing budgets, and ensuring marketing activities comply with advertising policies and fundraising regulations in each country.

Key Responsibilities

Marketing Strategy and Planning
- Set the international marketing strategy and annual marketing plan.
- Plan marketing activity around key giving moments.

Campaign Planning and Strategy
- Lead planning and strategy for major campaigns and appeals.
- Write campaign strategies and briefs.
- Set campaign targets with member offices and track progress.
- Brief the productions team, who manage campaign assets, visuals and videos.
- Review each campaign and apply the lessons.

Product Strategy and Development
- Set the strategic direction for the giving product portfolio.
- Lead new product development from idea to launch.
- Develop donor journeys that build long-term support.
- Review product performance against targets.
- Identify new product and market opportunities.

Paid Media and Digital Marketing
- Lead paid media strategy across Meta, Google and other platforms.
- Manage paid media budgets and optimise performance.
- Set requirements for landing pages and conversion tracking.
- Keep ad accounts secure and well managed.

Ad Policy and Compliance

- Make sure all ads meet platform policies before launch.
- Maintain ad policy guidelines.
- Make sure marketing meets data protection and fundraising rules in each market.

People and Resourcing

- Line-manage the paid media and marketing team.
- Set objectives, run appraisals and support development.
- Manage marketing freelancers and agencies.

Budget and Performance

- Manage the marketing budget.
- Track marketing performance and report monthly to the Director.

International Network

- Act as the marketing contact for member offices.
- Make sure marketing is localised for each market.
- Apply consistent standards across the network.

Cross-Department Working

- Work closely with the productions, communications, events and partnerships teams.
- Work with IT, Finance and HR on data, budgets and recruitment.

Essential Qualifications

- Degree in marketing, communications, business or a related field, or equivalent professional experience.

Essential Experience

- At least five years' experience in marketing, digital marketing or fundraising, including at least three years in a management role.
- Experience in the charity, NGO or international development sector.
- Line-managing marketing or paid media specialists.
- Planning multi-channel marketing campaigns, from strategy and brief to post-campaign review.
- Developing fundraising products or giving propositions, from business case and donor journey to launch and performance review.
- Managing paid media across Meta and Google, including budgets, spend pacing and performance reporting.
- Managing a marketing or media budget and reporting to senior leadership.
- Working with international offices or agencies across several countries and languages.
- Checking ads and marketing content against platform policies, data protection and fundraising standards.

Essential Skills and Knowledge

- Awareness of how fundraising regulation differs between markets.
- Clear understanding of safeguarding and dignity when using children's images and stories.
- Knowledge of Meta and Google advertising policies, particularly for charity and social issue ads.
- Confident using data, dashboards, conversion tracking and CRM systems to track performance and make decisions.
- Strategic thinking, using audience insight, competitor analysis and performance data to shape product and campaign decisions.
- Excellent written English, with a strong eye for detail and house style.
- Able to manage competing priorities and peak periods calmly, and to make firm decisions on ad compliance.

Desirable

- Experience of fundraising or marketing in Europe, North America or Australia.
- Arabic, Dari or another relevant community language.
- Experience working with programmes in humanitarian or conflict-affected settings.
- Experience with project management and CRM tools.

Benefits

- **Supportive, Inclusive and People-Centred Culture –** We are committed to fostering a welcoming, friendly and inclusive workplace where every team member is genuinely valued.
- **Learning and Development –** We invest in our people through access to mentoring, training opportunities and ongoing professional development to support your career growth.
- **Generous Annual Leave –** We offer a generous annual leave entitlement, inclusive of UK public and bank holidays, with a flexible carry-over policy.
- **Employee Referral Programme –** Help us grow our team by referring talented individuals from your network, and be recognised for doing so.
- **Employee Assistance Programme (EAP) –** All staff have free and confidential access to a mental health helpline and legal advice helpline through our EAP, supporting your wellbeing inside and outside of work.
- **Payroll Giving –** We support charitable giving through our payroll giving scheme, making it simple to donate to causes you care about directly from your salary.

Salary: Dependent on experience and qualifications.

Note: This job description does not form part of the contract of employment but is intended as a guide to the main duties of the role. It may be reviewed and updated from time to time in line with organisational needs, in consultation with the postholder.

The postholder may be required to undertake additional duties appropriate to the role. Duties and responsibilities may vary without changing the general nature or level of responsibility of the post. Where a permanent and significant change in duties results in a higher level of responsibility, the post may be subject to re-evaluation.