



Job Title: NGO Marketing Manager

Location: MENA, Africa, Asia (REMOTE)

Reports to: Director of Marketing

Type: Part-time 3month initial Contract

About the Organisation

Humanity First UK was established in 2018 part of the global Humanity First family across 60 countries. We are an agile disaster response and development NGO with active teams across West Africa, East Africa, the Middle East including the Occupied Palestinian Territories

Our dedicated teams ensure maximum utility and minimum resource, with our senior executive driving the organisation on a pro bono basis.

Position Summary

The Marketing Manager will lead the development and execution of marketing strategies to increase awareness, engagement, and support for Humanity First UK's mission. This role is responsible for managing campaigns, digital presence, content creation, and partnerships to drive fundraising, advocacy, and program participation.

Key Responsibilities

- **Strategy & Planning:**
 - Develop and implement marketing plans aligned with organizational goals.
 - Analyse market trends and audience insights to inform strategies.
- **Brand Management:**
 - Ensure consistent messaging and visual identity across all channels.
 - Strengthen Humanity First UK's brand presence locally and globally.
- **Campaigns & Content:**
 - Plan and execute multi-channel campaigns (social media, email, events, PR).
 - Create and oversee content creation (stories, blogs, newsletters, videos, graphics).
 - Role requires agile, short notice working to respond to rapidly changing needs eg the current operations in Gaza.
- **Digital Marketing:**
 - Manage website, social media platforms, and digital advertising.
 - Monitor analytics and optimize digital performance.



- **Partnerships & Media:**

- Build relationships with media, influencers, and partner organizations.
- Draft press releases and coordinate media outreach.

- **Fundraising Support:**

- Collaborate with fundraising teams to promote campaigns and donor engagement.
- Develop marketing materials for events and donor communications.

- **Reporting:**

- Track KPIs and prepare regular reports on marketing effectiveness.
- Present insights and recommendations to leadership.

Qualifications

- Graduate degree in Marketing, Communications, or related field.
- 3+ years of marketing experience in the nonprofit sector.
- Strong written and verbal communication skills.
- Proficiency in digital marketing tools (e.g., social media, email marketing, analytics).
- Creative thinker with project management skills.
- Passion for social impact and alignment with Humanity First UK's mission.

Essential

- Experience with fundraising or advocacy campaigns.
- Graphic design and video editing skills.
- Multilingual abilities. – English, Arabic

How to Apply

Send your CV and a cover letter to contact@uk.humanityfirst.org with the subject line "Marketing Manager Application"
