



**Job Title:** Marketing Manager

**Position Type:** Full-time In-Person

**Organization:** Qalam Institute

**Location:** Carrollton, TX

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**Direct Reports:**

- Senior Designer
  - Junior Designer
  - Copywriter
  - Marketing Coordinator
  - Production Specialist
  - Production Assistants
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**Job Overview:**

As the Marketing Manager for Qalam Institute, you will lead and oversee all marketing and communication initiatives. You will play a key role in guiding and training team members to ensure the efficient and timely production of marketing materials. Additionally, you will focus on cultivating a supportive work environment that fosters team growth, development, and a positive work environment.

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**Job Duties:** Your job duties and responsibilities will include but are not limited to the following:

**Marketing Strategy:**

- Develop comprehensive marketing strategies aligned with the objectives of Qalam Institute.
- Oversee the implementation of marketing campaigns, including digital and traditional marketing initiatives.
- Ensure all marketing materials adhere to the brand guidelines and effectively promote Qalam Institute's mission and values.
- Develop and manage marketing schedules, ensuring timely execution of campaigns and initiatives.
- Implement a dynamic marketing calendar to plan and coordinate promotional activities strategically.

**Content Production and Management:**

- Coordinate the timely production of marketing materials, including digital content, promotional materials, and educational resources.
- Collaborate with content creators, designers, and other team members to ensure the delivery of high-quality materials.
- Establish and enforce rigorous review processes to maintain the highest quality in all marketing collateral.



### **Brand Development & Maintenance**

- Monitor and maintain brand consistency across all marketing channels, materials, and content types.
- Collaborate with various departments to create distinct brand guidelines for products and initiatives.
- Work closely with design and content teams to maintain brand integrity and visual cohesion.

### **Team Management and Training:**

- Lead, mentor, and train team members to enhance their marketing and communication skills.
- Provide guidance and constructive feedback to facilitate the professional development of the team.
- Foster a collaborative and supportive work environment that encourages creativity and innovation.

### **Work Environment Cultivation:**

- Promote a positive, inclusive work environment that encourages teamwork, creativity, and open communication.
- Address any issues or concerns within the team promptly and effectively.
- Implement initiatives to boost morale and foster a healthy work-life balance among team members.

### **Collaboration and Coordination:**

- Work closely with other departments to ensure alignment and synergy in marketing and communication strategies.
- Foster effective collaboration between the marketing team and other divisions within Qalam Institute.
- Coordinate with external partners, agencies, and vendors to support marketing initiatives and campaigns.

### **Qualifications:**

- Minimum of a Bachelor's degree
- Minimum of five years of relevant experience in marketing, strategy, and communications.
- Creative abilities.
- Organizational and project management skills.
- Ability to work in a collaborative team environment.
- Familiarity with the non-profit sector is a plus.

### **How to Apply:**

Interested candidates should submit their resume and a cover letter detailing their relevant experience in the application form.