Marketing Manager

ISF is looking for a Marketing Manager who is genuinely passionate about ISF’s goals and objectives and is willing to work relentlessly for the greater good of society. If you have the energy, commitment, and innovative spirit to build a successful entity with endless potential, this could be the right position for you. This position can be completed remotely, though candidates within the Berkeley, CA region are preferred.

You will love this job if:

- You want to help make a positive impact in representing Muslims and Islam in the US
- You really enjoy doing a variety of tasks, rather than the same thing over and over
- You’ve worked as a writer, are familiar with nonprofit marketing, and have excellent references

This job is not right for you if:

- Your job is just a paycheck, and the idea of being on a mission to help American Muslims impact public policy and public opinion doesn’t float your boat
- You need more structure and a lot of guidance in your work
- You tend to like “the big picture” more than the details

The candidate will work closely with the Program Manager and Development team.

Minimum Qualifications:

- BS or BA from an accredited US institution
- Four years of full time professional marketing experience
- Strong critical thinking skills
- Attention to detail—can’t be stressed enough!
- The ability to multitask, be efficient, and work under multiple deadlines is a must!
- Is a storyteller and strong writer, with the ability to write both technical and human interest-style stories
- Knows how and when to shift to breaking news and rapid response
- Ability to manage projects from planning stage to implementation
- Graphic editing and branding experience
- Familiarity with Muslim culture and traditions
- Must stay informed on matters relating to ISF’s four verticals (Film, Journalism, Public Interest Law, Public Policy).
- Must know how to use social media platforms and email marketing to share stories and engage audiences

Preferred Qualifications:

- Nonprofit marketing experience
- MS degree in marketing, communications, nonprofit management, or related field
- Familiarity with digital marketing and SEO and knowledge of Criteo, Adroll, Google Ads, and Microsoft Ads
- Videography

General Marketing Responsibilities:
● Develop an annual marketing plan and propose a budget
● Work with staff to lead and manage marketing outreach and implementation of marketing plan
● Direct branding aligned with overall ISF design and brand decisions
● Ensure up-to-date brand-aligned look for physical and online marketing assets and platforms
● Keep marketing assets organized and up to date
● Stay informed and implement the most recent and relevant marketing strategies
● Understand different audiences and create engagement through segmentation of communication
● Create all outgoing communication and ensure creativity, accuracy, and professionalism

Social Media and Ads:
● Direct a refreshed social media branding aligned with ISF’s design and brand decisions
● Manage, design content, post on, and monitor organizational social platforms
● Create consistent relevant, fresh messaging and visual presence across Instagram, Facebook, YouTube, LinkedIn, and Twitter to demonstrate the impact and ISF's mission, vision, and values
● Use marketing strategies and ads to increase the number of followers and active engagement
● Respond to questions raised on social media
● Design graphics and support with video creation related to ISF’s mission, programs, achievements of alumni, board, and fundraising to communicate impact effectively

Development and Fundraising:
● Support/lead online events and donor campaigns, including Giving Tuesday, Year-End Giving, Ramadan, Peer to Peer, and other online events, and track analytics related to engagement, to provide post-campaign insights
● Implement organic and paid digital marketing campaigns connected to fundraising goals
● Write development content for fundraising events with the collaboration of the development team
● Web design/content creation (WordPress) and familiarity with CRMs, email marketing programs (MailChimp), and text messaging marketing platforms
● Implement marketing strategies such as Giveaways and Cause Marketing to grow an email list for new donor prospects
● Plan and support community outreach program for the organization by engaging Islamic Centers, Muslim Student Associations, and other professional groups

Programs:
● Create interactive written and digital stories and posts to appeal to a range of populations, including potential scholarship recipients, filmmakers and media professionals, event attendees, corporations, nonprofits, and colleges and universities
● Create marketing material and marketing strategy, and support the implementation of program outreach to reach interested applicants
● Stay informed and engaged with ISF alumni with the support of the Program Manager for storytelling and collection of impact stories
● Lead the creation and maintenance of video and written content library of alumni and donor testimonials for marketing purposes

Compensation:
Compensation will be commensurate with the quality of the candidate, within the range of $65,000-$85,000. ISF offers a generous benefits package including health insurance, retirement contribution, technology stipend, ten paid holidays, 12 vacation days, 5 sick leave days, and two weeks of paid maternity/paternity leave.

Please send resume and cover letter to Talent@islamicscholarshipfund.org add email subject line: Marketing Manager Job Application. No calls, please.