

Job Title: Marketing Manager

Location: Hybrid - Bay Area, CA Preferred

Organization: Islamic Scholarship Fund (ISF)

About ISF:

ISF amplifies Muslim voices by supporting the next generation of leaders in media, film, public interest law, and policy through scholarships, internships, fellowships, and career development.

Job Summary:

ISF is seeking a dynamic and creative Marketing Manager to lead and execute its marketing, communications, and outreach efforts. The ideal candidate will oversee communications strategies, content creation, program outreach, and donor engagement campaigns to amplify ISF's impact and grow its supporter and applicant base. This role will collaborate with various team members, consultants, and partners to ensure consistent branding and effective promotion of ISF's programs and events.

Key Responsibilities:**Program Marketing and Outreach**

- Develop and implement outreach strategies to promote ISF programs to target audiences.
- Coordinate online and in-person community engagement for program outreach.
- Work with ISF's graphic designer to create promotional materials for events/programs.
- Manage program content creation, including videos, testimonials, and impact stories.
- Manage ISF's social media platforms and develop engaging content to expand reach.
- Design and execute segmented email campaigns to boost engagement and participation.
- Update website content to ensure timely and accurate information.
- Manage a group of volunteers for program outreach
- Develop systems to collect and organize alum pictures, testimonials, videos, and impact stories for marketing and reporting purposes.
- Attends events to promote the organization

Fundraising and Donor Engagement

- Collaborate with leadership to plan and execute development campaigns for Ramadan, regional annual banquets, and year-end giving.
- Plan and promote online and in-person events to recruit new monthly, base, and mid-sized donors.
- Develop donor engagement communication for base, mid-sized, major, and mega-donors.
- Create and execute fundraising campaigns on social media.
- Support with donor cultivation communication for lapsed and non-donors.
- Keep Mailchimp email segments up to date to ensure targeted outreach.

General Marketing Management

- Oversee ISF's communication and marketing plan, ensuring alignment with organizational goals.
- Implement branding and rebranding initiatives in collaboration with consultants.

- Work closely with graphic designers, videographers, printers, and content writers to produce high-quality materials.
- Develop and implement strategies to grow ISF's email list, improve open rates, and increase conversion rates.
- Conduct A/B testing for email campaigns to optimize performance and effectiveness.
- Create a monthly dashboard to track and improve email open rates/social media insights/ website visitors (Google Analytics)

Qualifications:

- Bachelor's degree or higher in marketing, communications, or a related field
- At least 5 years of experience in marketing, communications, and nonprofit development.
- Proven experience managing social media, email marketing, and website content.
- Familiarity with Mailchimp or similar email marketing platforms.
- Strong project management skills, with the ability to multitask and meet deadlines.
- Excellent written and verbal communication skills.
- Proficiency in using marketing tools such as Adobe Creative Suite and WordPress.
- Applicants must reside in the U.S. and must have legal authorization to work in the US.

Attributes:

- Passion for ISF's mission and values.
- Highly organized with attention to detail.
- Creative thinker with a strategic mindset.
- Strong collaboration skills and ability to work with diverse teams.
- Data-driven approach to decision-making and campaign optimization.

Compensation and Benefits:

- Salary range: \$60,000–\$75,000, commensurate with experience and qualifications.
- Generous benefits package, including health insurance, retirement contributions, technology stipend, ten paid holidays, 12 vacation days, 5 sick leave days, and two weeks of paid maternity/paternity leave.

Application Process:

Interested candidates should submit their resume, a portfolio of past marketing campaigns or materials, and a brief writing sample to talent@IslamicScholarshipFund.org. Please note, no phone calls will be accepted.

Join ISF and make a lasting impact on building a more inclusive and equitable future!