

## Marketing Coordinator

### Description:

The Islamic Scholarship Fund (ISF) is a fast-growing nonprofit organization with the mission to increase American Muslim representation in the fields that shape public policy and public opinion. Through scholarships, mentorship, internships, fellowships, and leadership development, ISF provides a comprehensive support cycle that advances educational and professional equity.

We are seeking a full-time Marketing Coordinator to support ISF's digital communications, social media presence, and marketing operations. The Marketing Coordinator works closely with the Marketing Strategy Lead, Development team, and Program team to ensure that ISF's messaging is consistent, compelling, and aligned with organizational goals.

### Position:

The Marketing Coordinator supports the execution of ISF's annual marketing strategy by managing email communications, producing social media content, maintaining the website, and providing campaign support – particularly during major fundraising moments such as Ramadan and End-of-Year (EOY). This position reports directly to the Marketing Strategy Lead

### Minimum Qualifications:

- BS or BA from an accredited U.S. institution
- 3–5 years of experience in marketing, communications, or digital media
- Strong writing and editing skills
- Experience managing social media accounts for an organization or brand
- Familiarity with email marketing platforms (Mailchimp preferred) and CRMs (Neon CRM preferred)
- Ability to manage multiple deadlines and adapt quickly to shifting priorities
- Strong attention to detail, organization, and follow-through
- Basic familiarity with website content management (WordPress or similar)

### Preferred Qualifications:

- Experience producing digital content, including short-form video, graphics, or campaign assets
- Understanding of nonprofit or cause-based marketing
- Familiarity with Muslim culture and traditions
- Basic design skills (Canva, Adobe Creative Suite, or similar)

### Marketing Responsibilities:

- Design, build, and send email campaigns in Mailchimp, ensuring strong copy, optimized design, and accurate segmentation using Neon CRM audience lists.
- Manage social media content and engagement, including developing posts, scheduling content, responding to comments, tracking and organizing outcome stories from program staff, and maintaining the organizational calendar.
- Create and refine copy for digital campaigns, newsletters, and promotional content in collaboration with the Marketing Strategy Lead.
- Support execution of major campaigns, including Ramadan and End-of-Year, through copywriting, content production, and coordination of digital assets.



- Support program team with outreach to expand applicants pools, engage alums in upcoming programming, and build community among participants and previous recipients.
- Stay up to date on alum accomplishments and create an archive of alumni stories.
- Collaborate with the team to create original content highlighting ISF program news, relevant news impacting verticals, and resources for the community.
- Update and maintain the ISF website, ensuring accuracy of program information, events, and routine communications.
- Monitor performance metrics for email, social media, and website traffic and share insights with the Marketing Strategy Lead to inform strategy.
- Maintain brand consistency across all platforms and ensure alignment with ISF's values and strategic goals.

**Administrative Responsibilities:**

- Work closely with the Marketing Strategy Lead to implement the annual marketing strategy and content calendar.
- Ensure alignment between marketing, development, and program communications by coordinating workflows and sharing updates.
- Track campaign performance and assist in preparing reports for staff and Board review.
- Manage digital files, communications assets, and content libraries to support efficient production cycles.

**You will love this job if:**

- You enjoy storytelling and digital engagement and love seeing your content connect with audiences.
- You are creative, organized, and energized by fast-paced campaign environments.
- You value mission-driven work and want to help advance ISF's national impact.

**This job is not right for you if:**

- You prefer predictable tasks with minimal variation.
- You are uncomfortable managing multiple digital platforms simultaneously.

**Location:**

This is a remote position, but for candidates in the Bay Area, it will be a hybrid arrangement. Bay Area candidates will have priority

**Compensation:**

Compensation will be commensurate with the quality of the candidate, within the range of \$60,000-\$70,000. ISF is committed to offering an equitable package that reflects experience, skill, and organizational values.

**Benefits:**

- 401(k)
- Health Insurance
- Dental Insurance
- Vision Insurance
- Paid Time-Off (12 Vacation Days, 11 Paid Holidays, 5 Sick Days)
- Paid Parental Leave