

JOB OPPORTUNITY

Marketing Coordinator

India Gospel League North America

LOCATION	SCHEDULE	SALARY
Hudson, Ohio	Full-time · On-site	\$48,000 – \$52,000

ABOUT INDIA GOSPEL LEAGUE

India Gospel League is a Christ-centered ministry dedicated to holistic transformation in rural India and across South Asia. Since 1992, IGL has planted more than 135,000 churches through indigenous leaders, with a long-term vision to see a life-giving church established in every village.

IGL North America, based in Hudson, Ohio, raises support, tells the story of the ministry, and builds the donor and church partnerships that help make this work possible.

We are looking for a **Marketing Coordinator** who wants to use strong marketing, writing, organization, and project coordination skills in service of Christian ministry.

THE ROLE

The Marketing Coordinator is a hands-on member of the IGL North America marketing team, helping turn campaign plans into finished work across email, social media, websites, landing pages, digital advertising, donor events, and other marketing channels.

This role supports marketing across India Gospel League and its related ministries and programs. You will help manage the marketing calendar, create and publish content, coordinate campaigns, keep projects moving in ClickUp, maintain web and giving-page content, and track results so we can continue improving our communications.

We are looking for someone who enjoys both the creative and organizational sides of marketing: someone who can write a strong email, update a landing page, manage a content calendar, keep several projects on schedule, and pay attention to how campaigns perform.

WHAT YOU'LL DO

Marketing & Campaign Execution

- Help manage content and campaign calendars across email, social media, websites, and other marketing channels.

- Create, schedule, and publish email campaigns and automated sequences using Mailchimp.
- Create, schedule, and publish social media content across platforms including Facebook, Instagram, and LinkedIn.
- Support organic and paid digital campaigns, including content development, deployment, and performance tracking.
- Execute digital components of fundraising, donor engagement, sponsorship, and seasonal campaigns.
- Maintain and update website content, landing pages, giving pages, and campaign resources.
- Support promotion, invitations, registration, and materials for donor and church events.

Content & Communications

- Write clear, engaging content for email, websites, landing pages, social media, and campaigns.
- Adapt ministry stories, photos, and field updates into donor-facing marketing content.
- Help maintain consistent messaging and branding across IGL and its related ministries.
- Collaborate with team members on storytelling, design, donor communication, and campaign materials.

Project Coordination

- Maintain marketing projects, timelines, tasks, and recurring workflows in ClickUp.
- Track deadlines and follow up on outstanding deliverables.
- Help identify delays or bottlenecks before they affect a campaign.
- Keep the annual marketing calendar organized and visible to the team.
- Help coordinate multiple campaigns and projects without losing important details.

Analytics & Improvement

- Monitor email, social media, website, and advertising performance.
- Track measures such as open rates, click rates, engagement, website traffic, and campaign results.
- Help prepare regular marketing reports using platform analytics and Google Analytics.
- Bring ideas and recommendations for improving future campaigns.

WHAT WE'RE LOOKING FOR

Required

- A committed follower of Jesus Christ who is aligned with the mission and values of India Gospel League and respectful of believers across Christian traditions and theological backgrounds.
- At least **three years of experience** in digital marketing, content creation, communications, or marketing project coordination.
- Hands-on experience creating and deploying email campaigns using Mailchimp or a similar marketing platform.
- Experience managing social media content calendars, scheduling, and publishing.
- Comfort updating websites and landing pages in a CMS such as WordPress.
- Strong writing and editing skills with a good grasp of grammar, structure, and tone.

- Working knowledge of marketing analytics and the ability to understand what campaign results are telling you.
- Strong organizational skills and the ability to manage multiple priorities and deadlines.
- Comfort using project management and collaborative digital tools.
- Bachelor's degree in Marketing, Communications, Journalism, or a related field, or equivalent professional experience.

Helpful Experience

- Nonprofit, ministry, or fundraising marketing.
- Paid digital advertising.
- ClickUp or similar project management platforms.
- Landing pages, giving pages, or conversion optimization.
- Canva or Adobe Creative Suite.
- CRM or donor management systems.

THE PERSON WE'RE LOOKING FOR

You are a **builder and doer**. You like taking a campaign calendar and turning it into finished work: the email that goes out on time, the landing page that is ready before launch, the social post that is worth reading, and the project that keeps moving.

You are organized enough to manage several priorities at once and careful enough to notice when a link does not work, a deadline is slipping, or something still needs follow-up.

You also care about results. You want to know how the last campaign performed and what we should do differently next time.

Most importantly, you care about why the work matters. IGL has a remarkable story to tell, and this role helps make sure that story reaches people clearly, consistently, and effectively.

COMPENSATION & LOCATION

Salary	\$48,000 – \$52,000, depending on experience and qualifications.
Schedule	Full-time, exempt.
Location	On-site at the India Gospel League North America office in Hudson, Ohio.

- Occasional evening or weekend hours may be needed for campaigns, donor events, or ministry leadership visits.
- Occasional local or domestic travel may be required.

HOW TO APPLY

To apply, please send your resume and cover letter to George.Valverde@iglworld.org.

In your cover letter, please include a brief response to the following two questions:

1. Please tell us about any ministry experience you have, including volunteer service, missions or field experience, church involvement, or professional ministry experience.
2. Please tell us a little about your spiritual journey and your relationship with Jesus Christ.

Please note: Your application will not be considered complete without a resume and cover letter.