

Marketing Coordinator

Hudson, Ohio • Full-time

Department	Development / Marketing
Reports To	Development Director
Direct Reports	None
Works Closely With	Development Director; Promotions & Publications Coordinator; Donor Communications Coordinator; Regional Field Directors; IGL India offices
Location	On-site — IGL North America office, Hudson, Ohio
Status	Full-Time, Exempt
Salary Range	\$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's model begins with the Gospel and equips local churches to become centers of lasting spiritual and practical transformation through pastor and leadership development, children's ministry and education, healthcare, clean water, and community and economic development.

India Gospel League 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. At IGL NA, marketing carries that story into the channels our supporters actually use: campaign email, social media, our websites and giving pages, landing pages, and digital advertising. Every campaign we send is an opportunity to help people see what God is doing in rural India and to invite them into it.

This role is for a committed follower of Jesus Christ who wants to use strong digital marketing, writing, and project coordination skills in service of Christian ministry.

Position Summary

India Gospel League North America is seeking a Marketing Coordinator to carry out IGL's marketing calendar across email, social media, web, landing pages, digital advertising, and other digital channels.

The role executes approved campaign plans across IGL and its related ministries and programs, including Love1More, Project Partner, Kairos Global Foundation, and Seed Planting Global, along with IGL's child, pastor, and nursing student sponsorship programs. The Marketing Coordinator primarily supports one-to-many communication, while the Donor Communications Coordinator owns personalized donor and sponsor communication and follow-up.

Reporting to the Development Director, the Marketing Coordinator turns approved campaign plans into consistent, timely execution. The position also serves as a central support hub for the marketing team, maintaining project workflows in ClickUp, keeping campaign timelines and deadlines on track, supporting donor event logistics and invitations, and keeping work moving cleanly between marketing functions.

This is a hands-on digital marketing and campaign execution position for someone who enjoys building and executing the work, getting the details right, and improving results campaign over campaign.

Key Responsibilities

The Marketing Coordinator primarily supports one-to-many communication, including campaign emails, automated journeys, websites, landing pages, social media, and digital campaigns, while the Donor Communications Coordinator owns personalized donor and sponsor communication and follow-up.

Digital Marketing & Campaign Execution

- Plan and manage content calendars for email, social media, and website updates across India Gospel League, Project Partner, Kairos Global Foundation, and related ministry brands.
- Create, schedule, and publish email campaigns and automated sequences using Mailchimp.
- Maintain a cohesive social media content calendar and create, schedule, and publish posts across platforms including Facebook, Instagram, and LinkedIn.
- Execute organic and paid social media plans, including content development, scheduling, deployment, and performance tracking.
- Execute the digital components of seasonal fundraising and engagement campaigns based on approved campaign plans.
- Execute specialized digital campaigns that support Regional Field Director efforts and regional donor engagement.
- Maintain and update website content, landing pages, and giving pages so they reflect current campaigns, donor resources, blog content, and sponsorship opportunities.

Content Creation & Brand Messaging

- Write clear, compelling digital and campaign content for email, landing pages, websites, social media, and other digital channels.
- Support campaign storytelling and donor-facing content in collaboration with the Promotions & Publications Coordinator.
- Maintain message and brand consistency across digital channels and across India Gospel League's related ministry brands.
- Adapt field stories, photos, and program updates supplied by the marketing and donor communications team into campaign-ready digital content.

Project Coordination in ClickUp

- Maintain marketing project workflows in ClickUp and keep assigned campaign timelines, tasks, dependencies, and deliverables current.
- Track project progress, follow up on outstanding tasks, and flag delays, bottlenecks, or workflow issues to the Development Director.
- Maintain recurring workflows, dashboards, and campaign tracking tools as directed by the Development Director.
- Support the annual marketing campaign calendar and keep deadlines visible across the team.

Analytics & Reporting

- Monitor performance metrics across platforms, including open and click rates, social media engagement, website traffic, and advertising effectiveness.
- Use Google Analytics, email platform dashboards, and social media insights to produce monthly marketing reports.
- Provide data-informed recommendations to improve future campaign performance and donor engagement.
- Track results against campaign goals and report outcomes to the Development Director,

Team Collaboration & Marketing Support

- Serve as a central support hub for the marketing team, coordinating projects, supporting campaign timelines and deadlines, and ensuring smooth workflow integration across marketing functions.
- Partner with the Promotions & Publications Coordinator so that visuals and written content align with campaign goals.
- Work alongside the Development Director and Regional Field Directors to support donor acquisition and stewardship strategies through digital content.
- Provide digital marketing support for church partners, events, and in-person or virtual gatherings, including promotion, invitations, registration, and materials.
- Support donor event logistics and invitations in coordination with the Regional Field Directors and the Donor Communications Coordinator.
- Support special projects assigned by the Development Director, and participate in team meetings, creative sessions, and planning retreats.

Key Working Relationships

- Development Director — direct supervisor and day-to-day partner on priorities, campaign plans, content calendars, deadlines, and workload management. The Development director sets overall fundraising strategy, messaging, and campaign direction that the Marketing Coordinator helps execute.
- Promotions & Publications Coordinator — partner on creative development, design, storytelling, and publication content that feeds digital campaigns.

- Donor Communications Coordinator — partner on donor-facing materials, sponsorship promotion, campaign follow-up, and the handoff between one-to-many campaigns and personal donor communication.
- Regional Field Directors — support regional campaigns, event promotion, invitations, registration, and marketing logistics for donor and church activities.
- IGL India offices and ministry teams — coordinate stories, photos, and program updates needed for campaign content.

Qualifications

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 building and deploying email campaigns and automated sequences in a marketing platform such as Mailchimp.
- Experience managing organic social media across platforms, including content calendars, scheduling, and publishing.
- Comfort updating website and landing page content in a CMS such as WordPress.
- Excellent writing skills with a strong grasp of grammar, structure, and tone, and the ability to write content that connects with donors.
- Working knowledge of marketing analytics, including open and click rates, social engagement, advertising performance, and Google Analytics, with the ability to translate results into plain recommendations.
- Strong organizational skills and the ability to manage multiple campaigns, timelines, and deadlines at the same time without losing details.
- Comfort with project management software and shared workflow systems, with the ability to learn new tools quickly.
- Collaborative, flexible, and dependable in a small team where people support one another.
- Bachelor's degree in Marketing, Communications, Journalism, or a related field, or equivalent professional experience.

Preferred

- Nonprofit, ministry, or fundraising marketing experience.
- Experience with paid digital advertising.
- Experience using ClickUp for project management.
- Experience with landing page, giving page, or conversion optimization.
- Basic design ability in Canva or Adobe Creative Suite.
- Experience using a CRM or donor management system.
- Comfort using AI-assisted tools thoughtfully and responsibly.

The Person We're Looking For

The right person for this role is a builder. You like having a campaign calendar in front of you and turning it into finished work: the email that goes out on time, the landing page that is live before the campaign launches, the post that is actually worth reading.

You are organized enough to carry several campaigns at once and careful enough that links work, names are spelled correctly, and the giving page does what it is supposed to do.

You also pay attention to results. You want to know how the last campaign performed, and you come back with a point of view on what to change next time.

And you care about why this work matters. IGL's story is worth telling well, and this role exists to make sure it reaches people clearly and consistently.

Compensation & Additional Information

- Salary range: \$48,000–\$52,000, depending on experience and qualifications.
- This is a full-time, on-site position based at the India Gospel League North America office in Hudson, Ohio.
- Occasional evening or weekend hours may be required for campaign deadlines, donor events, or visits from IGL India leadership.

- Occasional local or domestic travel may be required to support donor, church, or campaign activities.