



JOB DESCRIPTION

Position: Marketing Specialist

Reports to: Development Director

Department: Development / Marketing

Status: Full-Time

SCOPE

The Marketing Specialist is a multifaceted role encompassing digital campaign execution (30%), content creation (30%), project coordination (20%), and team support (20%) to advance the mission of India Gospel League (including Love1More), Project Partner, and Kairos Global Foundation. This position leads the implementation of digital marketing efforts while ensuring cohesive brand messaging across email, social media, and web platforms. The Specialist also manages day-to-day project workflows in ClickUp, collaborating with team members to maintain timelines and deliverables.

This full-time, office-based role reports to the Development Director and works closely with the Promotions and Publications Coordinator, Child Sponsorship Coordinator, and Regional Field Directors. In addition to content creation and campaign execution, the Specialist serves as a central support hub for the entire marketing team—coordinating projects, overseeing annual campaign timelines and deadlines, supporting special projects assigned by the Development Director, managing donor event logistics and invitations, and ensuring smooth workflow integration across all marketing functions.

KEY RESPONSIBILITIES

Digital Marketing & Campaign Execution

- Plan and manage content calendars for email, social media, and website updates across IGL, Project Partner, and Kairos Global Foundation.
- Manage and maintain a cohesive social media content calendar; create and schedule posts across platforms (Facebook, Instagram, LinkedIn, etc.).
- Create, schedule, and publish email campaigns and automated sequences using HubSpot.
- Develop and implement organic and paid social media strategies, including content creation and performance tracking.
- Develop and implement seasonal fundraising campaigns (e.g., #GivingTuesday, Ambassador Program, Child Sponsorship Drives) by building and deploying digital assets.



- Develop and implement specialized digital campaigns that support Regional Field Director efforts.
- Maintain and update website content regularly to reflect current campaigns, donor resources, blog content, and sponsorship opportunities.

Content Creation & Brand Messaging

- Write clear, compelling content for digital platforms, newsletters, landing pages, donor emails, and print collateral.
- Assist in the development of storytelling and donor-facing content, including child sponsorship stories, program updates, and campaign messaging.
- Working closely with the Promotions and Publications Coordinator to ensure brand consistency in tone, visuals, and messaging across all platforms.

Project Management (ClickUp)

- Build and manage marketing-related project workflows in ClickUp.
- Track timelines, assign tasks, and oversee project progress for content production, email deployment, and digital campaigns.
- Maintain recurring workflows, update Gantt charts, and create dashboards to visualize progress and campaign timelines.
- Identify workflow issues and suggest process improvements to ensure smooth campaign execution.

Analytics & Reporting

- Monitor performance metrics across platforms, including open/click rates, social media engagement, and ad effectiveness.
- Use Google Analytics, email platform dashboards, and social media insights to generate monthly reports.
- Provide data-informed recommendations to improve future campaign performance and donor engagement.

Team Collaboration & Donor Engagement Support

- Work alongside Regional Field Directors and the Development Director to support donor acquisition and stewardship strategies via digital content.
- Partner with the Promotions and Publications Coordinator to ensure cohesive visuals that align with written content and campaign goals.
- Provide digital marketing support for church partners, events, and in-person or virtual gatherings when needed.



- Support the organization's overall growth strategy by aligning digital marketing initiatives with key fundraising, donor acquisition, and engagement goals—contributing to increased visibility, donor retention, and long-term revenue growth.
- Serve as a central support hub for the entire marketing team—coordinating projects, managing campaign timelines and deadlines, assisting with special projects assigned by the Development Director, supporting donor events and invitations, and ensuring smooth workflow integration across all marketing team functions.

Other Duties

- Participate in team meetings, creative brainstorming sessions, and strategic planning retreats.
- Support additional development or donor communication projects as needed.
- Perform other duties as assigned by the Development Director.

QUALIFICATIONS

- A committed follower of Jesus Christ, aligned with the mission and values of India Gospel League.
- Bachelor's degree in Marketing, Communications, Journalism, or a related field.
- 3+ years of experience in digital marketing, content creation, project management or communications (nonprofit experience preferred).
- Excellent writing and storytelling skills; strong grasp of grammar, structure, and tone.
- Proficiency in digital marketing platforms such as:
 - Email marketing (HubSpot)
 - Social media scheduling (Later, Buffer, Hootsuite)
 - Web CMS (WordPress or similar)
 - Analytics (Google Analytics, Meta Business Suite)
 - Project management software (ClickUp preferred).
 - Basic design ability (Canva or Adobe Creative Suite) is a plus but not required.
- Strong organizational skills and experience managing multiple campaigns and timelines.
- Collaborative and flexible team player with strong attention to detail.