

The Friends of Israel Gospel Ministry, Inc.
Position Description

Position: Marketing & Communication Coordinator
Reports to: Director of Marketing & Communication

Purpose of the Position

The purpose of this position is to support the execution of marketing initiatives and campaigns through excellent communication, meticulous attention to detail, and the ability to collaborate with others on projects for the benefit of The Friends of Israel's audiences.

Position Qualifications

- Experience (1–2 years) in a marketing or coordination role or Bachelor's degree in Marketing or a related field
- Strong written and verbal communication skills
- Proficient in using marketing tools and social media platforms
- Creative thinker, detail-oriented, and able to meet deadlines
- Basic graphic design knowledge
- Dedicated Christian who demonstrates an understanding and support of The Friends of Israel's mission, philosophy, ministry, beliefs, and policies
- Demonstrate a godly spirit and strong interpersonal skills
- Must show a desire to achieve personal and organizational development and growth

Position Responsibilities

1. Coordinate the production of marketing materials, ensuring brand accuracy
2. Create copy for promotional communication and digital marketing efforts (weekly email, social media content, etc.)
3. Implement and maintain the email distribution of the organization
4. Manage and maintain social media accounts, ensuring a consistent brand voice and presence
5. Monitor and track campaign performance and make adjustments in future marketing strategies and plans based on analytics
6. Incorporate a creative design approach into marketing campaigns
7. Perform any and all other duties as directed by the Director of Marketing & Communication

Professional Development

The Marketing & Communication Coordinator will maintain a working knowledge of progress and innovation in the fields of marketing and communication. The Friends of Israel encourages membership in professional associations and attendance at professional conferences.