



DIGITAL MARKETING COORDINATOR

- **Position:** Digital Marketing Coordinator
- **Status:** Part-time, 20 hrs/week
- **Location:** Remote (U.S.-based)
- **Pay:** Based on Experience
- **Apply:** <https://bit.ly/joinMaristan>

FULL JOB DESCRIPTION

Position Title	Digital Marketing Coordinator
Status	Part-Time, 20 hrs/week
Location	Remote Must be U.S.-based and eligible to work in the U.S. Occasional

Reports To

domestic travel may be required

Marketing & Communications Manager

About Maristan

Maristan is a nonprofit organization grounded in Islamic traditions, leading professional clinical care, education, and training in holistic mental and spiritual wellness. Our team values creativity, initiative, and compassion. We are seeking someone excited to support healing through impactful storytelling, campaigns, and community-centered content.

Vision

Maristan strives to revive the Islamic legacy of research and education that informs holistic healing and provides culturally and spiritually congruent, professional, accessible, and affordable mental health care.

Position Overview

The Digital Marketing Coordinator will support digital and offline engagement through strategic execution of outreach campaigns, social media content, and event promotion. The role requires a high level of creativity, organization, and a passion for mental health and Islamic Psychology advocacy.

You'll work closely with the Marketing & Communications Manager and collaborate across multiple teams and departments to ensure consistency, creativity, and alignment with Maristan's voice and mission.

This role is ideal for someone who thrives at the intersection of creativity and mission-driven work, and who wants to make a tangible impact in a growing organization.

We're especially looking for someone who understands the cultural and spiritual context of our work and can translate that into authentic, compelling digital content.

Key Responsibilities

Content Creation & Management

- Help plan, create, and manage content for Maristan's social media platforms, email newsletters, and website
- Design branded visual assets using Canva or Adobe tools, including brochures, flyers, and event programs, for both digital and print use
- Ability to collaborate with multimedia team or volunteers to source visual content
- Publish and manage content across platforms, including Stories, Highlights, tagging, hashtags, and engagement features
- Assist with drafting and publishing blog content
- Provide occasional support designing print materials such as tabling materials, brochures, or event programs as needed
- Organize and archive media files in Google Drive for easy access and future use

Campaign Execution

- Support the planning and rollout of marketing campaigns tied to key awareness months, events, and Maristan initiatives (e.g., Trainings & Programs, Ramadan/Eid campaigns, OCD Awareness, World Mental Health Day, etc.)
- Contribute to content calendars and collaborate on campaign direction and messaging

- Track campaign performance metrics and support ongoing improvements based on data
- Draft captions, stories, and post copy aligned with campaign goals across multiple platforms

Community Engagement

- Help build relationships with community partners and influencers to amplify Maristan's voice
- As appropriate, support social media engagement by responding to comments and messages professionally

Analytics & Reporting

- Monitor marketing metrics such as engagement, reach, impressions, and conversions across platforms
- Generate regular performance reports and suggest improvements for future content and strategy

Collaboration & Workflow

- Participate in weekly check-ins and follow workflows in Asana
- Communicate clearly and consistently in Slack and email
- Collaborate with teams across Maristan to support cross-departmental marketing needs

Qualifications

Technical Skills

- **2+ years of experience** in digital marketing, content creation, communications, or a related field — preferably in the nonprofit or wellness sectors
- **Bachelor's degree** in Digital Media, Communications, Marketing, or a related field preferred; equivalent work experience will also be considered
- **Strong graphic design and content planning skills** required (e.g., Canva, Adobe Creative Suite). Short-form video editing skills are a plus but not required
- **Strong understanding of major social media platforms** (Instagram, Twitter/X, Facebook, YouTube, LinkedIn) and how to effectively use Stories, Reels, Highlights, tagging, and analytics features
- **Strong writing skills** with attention to tone, voice, and mission alignment
- **Experience with Google Workspace, Slack, and Asana** (or similar tools)
- **WordPress experience is a plus** (e.g., updating pages, embedding videos, publishing blog posts)

Professional Attributes

- Organized, consistent, and self-driven, with strong time management skills and the ability to prioritize and manage multiple projects while taking initiative
- Eagerness to continuously learn and expand knowledge
- Clear communicator with strong cross-departmental

	<p>collaboration skills</p> <ul style="list-style-type: none"> • Strong familiarity with Muslim communities, values, and beliefs; able to create content that reflects cultural and spiritual resonance • Must be eligible to work in the U.S.
Work Environment & Expectations	<ul style="list-style-type: none"> • Remote, part-time role with flexibility in scheduling • Occasional travel may be required • Some evening or weekend hours may be needed during campaign or event seasons • Must be comfortable working across multiple teams (e.g., Programs, Clinic, Outreach, Psychoeducation Training)
To Apply	<p>Complete the application form at https://bit.ly/JoinMaristan Applications will be reviewed on a rolling basis.</p> <p>Thank you!</p>