



MULTIMEDIA MARKETING COORDINATOR

- **Position:** Multimedia Marketing Coordinator (Video/Photo)
- **Status:** Part-time (20 hours/week)
- **Location:** Remote; Bay Area preferred
- **Pay:** Based on Experience
- **Apply:** Email resume, cover letter and works samples to marketing@maristan.org

FULL JOB DESCRIPTION

Position Title	Multimedia Marketing Coordinator
Status	Part-Time, 20 hours/week
Location	Remote (Bay Area preferred)

Reports To

Marketing & Communications Manager

About Maristan

Grounded in Islamic traditions, Maristan aims to lead professional clinical care, education, and research in advancing holistic, mental, and spiritual wellness.

We're a small but passionate team that values initiative, teamwork, creativity, and compassion. Ideal candidates understand the importance of culturally and spiritually congruent messaging and are excited to support holistic healing through storytelling, content, and community engagement.

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 for all.

Position Summary

If you love turning stories into visuals that move people, this role is for you. We're looking for a **Multimedia Marketing Coordinator** who can bring Maristan's mission to life through engaging video, photography, and design.

This is a remote position open to applicants nationwide, though **Bay Area candidates are preferred** since the role may involve capturing photos and videos at local events and supporting real-time storytelling. Occasional national travel will be required for major events or conferences, even for remote hires.

Ideal candidates are video-first content creators who are **confident in editing for various formats** (Reels, Shorts, YouTube, website, etc.), understand performance-driven

visual marketing, and are excited to help shape and inform our team's media strategy. You know what makes content perform well, can plan ahead with a creative eye, and feel comfortable giving feedback and collaborating with others.

This person should also understand the cultural and spiritual context of our work and can visually tell stories that resonate with diverse Muslim audiences.

You'll work closely with the Marketing & Communications Manager and team members across departments to keep Maristan's visual storytelling cohesive, inspiring, and aligned with our brand.

Key Responsibilities

Visual Content Creation & Editing

- Edit short-form and long-form video content for Reels, YouTube, Instagram, and campaigns.
- Repurpose webinar recordings, interviews, and event footage into engaging visual content
- Produce at least 3 high-quality short videos per week and assist in maintaining consistent YouTube uploads
- Contribute to the development of a visual content library aligned with brand standards
- Edit and enhance photo content for use in social media, newsletters, and print
- Design compelling visuals and thumbnails across platforms to improve engagement and click-throughs
- **For Bay Area candidates:** Capture high-quality photos and videos at events, programs, and tabling opportunities

YouTube & Video Strategy

- Help grow and manage Maristan's YouTube channel through content planning, optimization, tagging, and performance tracking
- Manage uploads, playlists, descriptions, and thumbnails; ensure accessibility through captions and tagging best practices

- Support the development of multimedia offerings such as educational video series, video-based campaigns, and animated explainers
- Build and maintain branded templates for Reels, Shorts, and other recurring video formats to ensure visual consistency across campaigns

Platform Execution

- Schedule, publish, and optimize visual content across Instagram, YouTube, LinkedIn, and other relevant platforms
- Track performance metrics and report on key insights to inform future content
- Organize and maintain folders of edited and raw media files in Google Drive

Team Collaboration & Guidance

- Advise staff and volunteers on best practices for capturing visual content
- Stay current on video trends and tools that improve reach and audience engagement
- Maintain and organize the visual asset archive (raw + edited) in Google Drive
- Participate in weekly marketing check-ins and 1-on-1s; follow tasks and deadlines in Asana
- Communicate clearly and consistently via Slack and email
- Collaborate with teams across Maristan to support cross-departmental media and storytelling needs

Qualifications

Technical Skills

- 2+ years of experience in video editing or visual media production; experience with nonprofits, mental health/wellness, or educational content is a plus
- This role is not a full videographer position but requires comfort with filming basics (framing, lighting, audio) and understanding of production workflows.
- Proficiency in tools like CapCut, VN, Kapwing, Adobe Premiere, After Effects, Canva, or similar
- Experience managing or growing a YouTube channel
- Strong familiarity with social platforms and visual content strategies for Instagram, YouTube, Facebook, and LinkedIn
- Strong eye for composition, storytelling, and branded aesthetics
- Experience organizing and storing visual assets efficiently
- Bachelor's degree in Media Production, Digital Marketing, Film, Communications, or a related field is a plus but not required. **Strong visual content experience and a portfolio of past work will be prioritized.**

Professional Attributes

- Organized, self-motivated, and responsive with strong communication skills

	• Strong familiarity with Muslim communities, cultural values, and beliefs, and the ability to create content that is spiritually and culturally resonant is preferred • Able to give and receive respectful, creative feedback • Comfortable collaborating across teams and responding to requests from multiple departments • Must be eligible to work in the U.S.
Work Environment & Expectations	• Remote position with Bay Area candidates preferred for occasional local coverage. • Occasional national travel required for content capture • Occasional evening or weekend work may be required during major campaigns or events • Must be able to lift up to 35 lbs • Regular collaboration via Slack, Google Workspace, and Asana
To Apply	Email resume, cover letter and work samples to marketing@maristan.org. Applications will be reviewed on a rolling basis. We look forward to meeting applicants who are passionate about creative storytelling and inspired by Maristan’s mission. Thank you! Please note: Only shortlisted candidates will be contacted for an interview. We are unable to respond individually to each submission.