



Marketing Coordinator

Position Type: Part-Time, Hybrid Position

Location: Nashville, TN

Job Description

A successful Marketing Coordinator at Exile International will bring passion, creativity, and skill to the team. They utilize Exile's distinct voice, design, and language through a design-communication lens to inform, engage, and activate current and future stakeholders.

This part-time, Nashville-based position works closely with the Creative Team to develop and execute Exile's marketing and communication strategies. Including but not limited to campaigns, event deliverables, marketing materials/initiatives, and website maintenance. This person works collaboratively with the Content Creator to facilitate monthly blogs, e-blasts, and (minimal) website maintenance.

This position works alongside the Content Creator and is supervised by the Sr. Director of Advancement.

Campaign Planning & Development

The Marketing Coordinator is responsible for developing and overseeing annual engagement and fundraising campaigns with guidance from Exile's Leadership Team.

Working closely with the Content Creator, you will provide creativity, leadership, and energy to facilitate outstanding and successful campaigns that enable Exile to impact more lives – hand-in-hand with the Exile family of stakeholders!

This includes email marketing and print deliverables related to campaigns and marketing initiatives.

Per Campaign

- Lead strategy development and provide creative direction for campaigns — demonstrating initiative to foster successful outcomes.
- Provide campaign leadership, setting and facilitating marketing/communications meetings, ensuring content delivery, and coordinating various responsibilities related to the campaign with the team.
- Content – e-blasts and blogs, social media, and deliverables
- Campaign landing page with CRM embeds
- Utilizing Givelively and social media (text to give with Apple Pay options)



Annual Campaigns:

- Valentine's (Campaign) - February
- Summer 24-hour Give Day (formerly the Big Payback) - May/June
- Birthday Month (nonfinancial CTA) - August
- Orphan Care Awareness Month - November
- Giving Tuesday - November or December
- Year-End Campaign - November/December

Email Marketing (E-Blasts)

The Marketing Coordinator must be a successful writer — working with the Content Creator to facilitate monthly e-blasts. 2-4 non-campaign e-blasts per month should be expected. During campaigns, an additional 2-5 e-blasts may be expected.

Qualifications

- Personal confession of faith in Jesus Christ, as indicated by an agreement with Exile's Statement of Faith and commitment to the mission and vision of Exile International;
- Passionate about the work of Exile International;
- Relevant job experience is required.
- Creative thinking skills with a strategic mindset and a passion for innovation.
- Proven track record of driving results and achieving targets in previous marketing/communications roles.
- Proven experience (3 years) in marketing, communication, or another related role, preferably in the Nonprofit sector
- Strong understanding of marketing principles and practices, including digital marketing, content marketing, and branding.
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- Proficiency in marketing tools and software, such as Google Analytics, Canva, and social media management platforms.
- Strong analytical skills with the ability to interpret data and insights to drive decision-making.



- Ability to work effectively in a fast-paced environment and manage multiple projects simultaneously.
- Strong teamwork skills, with the ability to collaborate with diverse teams and stakeholders.
- Experience in the nonprofit sector is preferred but not required.

Additional Information

Benefits

This is a part-time position, working Monday through Friday alongside the Exile team out of a Nashville-based office, along with some evenings and weekends (as needed). Exile International provides full-time and part-time employees with paid time off (PTO) from work for any purpose, including but not limited to rest, relaxation, brief personal illness or illness of a relative, personal errands or events, etc.

About Us

Launched in response to devastating wars in D.R. Congo & Uganda – where over 100,000 children have been abducted & 6 million orphaned – Exile Int'l has provided life-changing, Christ-centered care to over 8,100 war-affected children. Through rehabilitative care programs addressing spirit, mind & body – rescued child soldiers & orphaned children are being restored.

Empowered by Exile care programs, discipleship, education & leadership development – program graduates are now thriving and leading. 41 of 49 Exile care programs are led by program graduates – replicating the care that transformed their lives & serving over 4,000 children & their communities!

Following this replication model, Exile's team and board are prayerfully pursuing a 20-year vision to bring healing and hope to 100,000 child survivors of war — **empowering each to become leaders for peace, transform communities for Christ & end cycles of poverty & violence.**

Application Information

Applications should be sent to taylor@exileinternational.org with “Marketing Coordinator Application” as the subject line.

Please provide your résumé, cover letter, updated portfolio, and three professional references.