



JOB DESCRIPTION: Marketing Manager

ORGANIZATION DESCRIPTION

- **ICJS Vision:** An interreligious society in which dialogue replaces division, friendship overcomes fear, and education eradicates ignorance.
- **ICJS Mission:** To dismantle religious bias and bigotry, ICJS builds learning communities where religious difference becomes a powerful force for good.

The Institute for Islamic, Christian, and Jewish Studies (ICJS) is an independent, educational nonprofit advancing interreligious dialogue and understanding in order to build and sustain a multireligious democracy in the United States. Through educational programming, public-facing scholarship, and relationship-centered fellowships and workshops, ICJS models a new conversation in the public square that affirms religious diversity and creates opportunities for participants to practice the art of interreligious dialogue. Our audiences include the general public, civic leaders, teachers, chaplains, clergy, congregational leaders, seminarians, librarians, museum professionals, and higher-ed faculty.

POSITION SUMMARY:

The Marketing Manager elevates the mission, programs, and public presence of ICJS by developing and executing strategic marketing efforts. The Marketing Manager identifies and targets key audiences—such as clergy, teachers, civic leaders, librarians, museum professionals and academics—with compelling content and campaigns that build awareness, deepen engagement, and drive participation in ICJS offerings. With an eye toward both brand integrity and innovation, the Marketing Manager manages digital and print communications, paid promotions, and organizational messaging, while collaborating across departments to amplify ICJS's impact. This role ensures that ICJS's vision of interreligious learning and connection reaches wider and more diverse communities.

The Marketing Manager is a member of the Communications team and reports to the Director of Communications and Marketing.

POSITION DETAILS:

Elevate ICJS mission, work, programs, and events to reach more people and drive more impact (65%)

- Identify target audiences (e.g., congregations & clergy, chaplains, nonprofit & civic leaders, teachers, religion scholars, librarians, museum professionals) and develop a strategic marketing plan to increase the engagement and reach into each audience using appropriate channels (e.g., emails, social media, paid advertising, collaborations, professional associations, conferences)
- Work closely with the ICJS Program and Scholar teams to raise awareness of programs, events, initiatives, ideas, publications, and projects.
- Draft and implement a strategy for reusing original ICJS content (e.g., courses, lectures, writings, activities) in multichannel communication
- Serve as project manager for select communication projects, including video creation, production, and promotion
- Create a plan for growing the ICJS email list.

- Ensure consistent use of branding and messaging across all channels.

Digital Engagement (25%)

- Develop and oversee strategy for effective use of select social media channels. Investigate and if appropriate create a strategy for using other social media.
- With other Communications Team members, create and schedule social media content, including short videos, photos and branded graphics.
- Audit the website for SEO, user optimization and readability, and brand alignment; ensure the team applies SEO best practices to social media and web content
- Manage social media ad campaigns, when needed
- Use analytics data to direct and fine tune strategies

Organizational Support (10%)

- Participate fully in the Communication Team, offering support and ideas to colleagues and using the team as a resource for developing the work.
- Support ICJS as needed in staffing and supporting courses, events, and other activities.
- Serve as a collaborative staff member, able and willing to complete other duties as needed or assigned.

QUALIFICATIONS & EXPERIENCE

- Demonstrated interest and commitment to the mission and vision of ICJS
- Experience in interreligious dialogue and engagement
- Commitment to embracing the ICJS values of difference, equity, dialogue, learning, and community
- Bachelor's degree
- 5+ years experience in marketing, communication, or digital campaign management
- Strong writing and editing skills
- Strong working knowledge of digital communications platforms and tools, including email and social media analytics
- Demonstrated ability to manage multiple content projects simultaneously
- Proficiency in social media management and digital marketing tools (e.g., Hootsuite, Google Analytics, Constant Contact)
- Experience in using design software (e.g., Adobe Creative Suite) preferred

SALARY AND BENEFITS

- \$72,000 to \$82,000 full-time annual salary
- Group health benefits (Medical, dental, and vision)
- Health Care Flexible Spending Account (HSA)
- Dependent Care Flexible Spending Account (FSA)
- Paid leave (vacation, sick, personal, religious, and parental)
- Retirement plan (with employer contribution)
- Basic life insurance and long-term disability insurance
- 12 paid holidays
- Hybrid work environment; at least 15 hours on site in our Towson office per week

TO APPLY: Send cover letter, resume, and writing sample to jobs@icjs.org by October 15, 2025.

If much of this posting describes you, we encourage you to apply. At ICJS, we acknowledge the research which shows that women and individuals from underrepresented backgrounds often apply to jobs only if

they meet 100% of the qualifications and recognize that it is highly unlikely that any applicant meets 100% of the qualifications.

ICJS is an equal opportunity employer. We celebrate diversity and are committed to creating a space of belonging for all employees. See our [ICJS values](#) for more.