

DIVISION/DEPARTMENT: Ministry Advancement/Marketing

LOCATION: Denver (Wheat Ridge)

REPORTS TO: Marketing Manager

PAY RATE (Or Range): TBD

TYPE OF POSITION: Full-time Part-time Volunteer

HOURS OF WORK: 40 per week/ hourly

INTRODUCTORY PERIOD: 90 Days

POSITION DESCRIPTION:

The Marketing Associate manages and drives the execution of specific marketing tactics/projects for the ministry with general supervision and keeps within approved strategies, timelines and budgets. The Marketing Associate is a critical role that contributes to consistent, strategic branding solutions to enhance the ministry's reach toward the vision of 130,000 Gospel Advancing Ministries worldwide by 2025.

To be successful in this position the Marketing Associate has excellent time management skills and enjoys working in a challenging and fast-paced environment. A Marketing Associate balances the need for flexibility and creativity with an uncompromising commitment to quality in this marketing position.

TYPICAL DUTIES AND RESPONSIBILITIES:

The Work Examples and Competencies listed are for illustrative purposes only and not intended to be exhaustive.

Marketing Projects: (95%)

- Inbound Marketing – Creates emails, workflows, landing pages, etc. as part of our efforts to engage youth leaders. Also critically reviews design/copy to determine if layouts meet the strategic direction before presenting it to the Marketing Manager & other key stakeholders.
- Design and Desktop Publishing – Provides design support for marketing projects distributed externally, as well as for internal departments (creating handouts, flyers, web ads, emails, forms and presentations).
- Copywriting & Editing – Assists the ministry in writing marketing copy for emails, direct mail, ads, webpages, etc.
- Planning – Consults with the Marketing Manager on the development of strategic marketing plans, speaking into the overall strategy and specifically into the development of tactics.
- Miscellaneous – Manages a variety of specific daily marketing activities (ad placement, email list pulls & sends, electronic content eblasts, etc.).
- Storyboarding and content creation- works with the marketing team to collaborate on creating videos and print resources for use in promotion and storytelling.

Administrative: (5%)

- Reports as needed for updates on projects.
- Attends various internal meetings as needed.

COMPETENCIES REQUIRED:

- College degree (Marketing, Communications, or English preferred)
- Strong writing ability (marketing copy and social media)
- Desktop publishing – ideal candidate will have 1-3 year experience in:

Microsoft office	Illustrator	XHTML/CCS coding (a
Photoshop	Dream Weaver	plus)
InDesign	Media Shout	
- Knowledge of printing process (quotes, design layouts, print terminology, proofing)
- Knowledge of basic web design
- Strong project management capabilities (Basecamp a plus)
- Attention to detail
- Ability to multi-task in a fast paced environment

KEY PERFORMANCE INDICATORS FOR THIS POSITION:

- Professionalism and communication skills
- Project completion percentages – on time and within budget
- Creative development that is on strategy with correct messaging

The Marketing Associate must fully concur with Dare 2 Share Ministries (D2S) “Statement of Faith”, must fully support the expressed purpose of D2S, and must be prepared to exercise and model the core values expressed by the ministry.