

Dare 2 Share Ministries

Job Description: Marketing Associate – Project Management v. 2020-11

DEPARTMENT: Marketing/MarComm

LOCATION: Denver (Wheat Ridge)

REPORTS TO: Marketing Manager

TYPE OF POSITION: Full-time Part-time Volunteer

HOURS OF WORK: 40 (non-exempt, hourly)

INTRODUCTORY PERIOD: 90 Days

POSITION DESCRIPTION:

The Marketing Associate (project management) responsible for helping ensure the execution of marketing projects for the ministry in a timely manner. The Marketing Associate - PM is a critical support role that contributes to the strategic marketing efforts to enhance our efforts to inspire, train and resource Gospel Advancing youth leaders to create a movement of teen-led Gospel Conversations across the globe.

The Marketing Associate reports to the Marketing Manager and is responsible for overseeing the project management of all the marketing projects within the department (setting up, developing, and monitoring, and communicating progress), as well as executing projects of their own.

To be successful in this position, the Marketing Associate (PM) must be detail oriented, have excellent time management skills, and enjoy working in a challenging and fast-paced environment. The ideal candidate has a foundation of marketing experience and is the right balance of creative and analytical thinker.

TYPICAL DUTIES AND RESPONSIBILITIES: *The Work Examples and Competencies listed are for illustrative purposes only and not intended to be exhaustive. Additionally, project related duties are often seasonal.*

Project Supervision: 60%

- Drive the project management efforts of the department, becoming the resident expert in ClickUp, and ensure all the projects are organized, built with the correct timeframes/steps, and that any supporting materials are included.
- Meet with clients to take detailed ordering briefs and clarify specific requirements of each project
- Delegate project tasks based on junior staff members' individual strengths, skill sets, experience and workload.
- Track project performance, specifically to analyze the successful completion of short- and long-term goals
- Work with the Marketing Manager to develop best practices and needs to ensure that projects are being done well and properly.

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Marketing: 35%

- 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.
- Copywriting & Editing – Assists the ministry in writing marketing copy for emails, direct mail, ads, webpages, etc.
- 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).

Professional Development: 5%

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

COMPETENCIES REQUIRED

The following knowledge, skills and abilities are needed for this position.

- 2+ years of experience in a marketing role and strong understanding of marketing fundamentals
- College degree (Marketing preferred)
- Strong project management skills
- Outstanding written and oral communication skills
- Proactive mindset- identifying gaps and taking initiative
- Comfort working on a variety of projects simultaneously
- Exceptional organizational skills and attention to detail
- Desktop publishing – ideal candidate will have 1-3 years' experience in:
 - Automated Marketing Platforms (HubSpot preferred)
 - Project management software (ClickUp, Wrike, Microsoft Projects, Monday, etc.)
 - Adobe creative suite
 - Microsoft office

KEY PERFORMANCE INDICATORS FOR THIS POSITION:

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

The applicant chosen for this position must have no reservations about the 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.