

Dare 2 Share Ministries

Job Description: Marketing Coordinator

DIVISION/DEPARTMENT: Marketing

LOCATION: Denver (Wheat Ridge)

REPORTS TO: Marketing Manager

TYPE OF POSITION: Full-time Part-time Volunteer Contract

PAY RATE:

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

TRAVEL: No

INTRODUCTORY PERIOD: 90 Days

POSITION DESCRIPTION:

The Marketing Coordinator is a critical role that contributes to the strategic marketing efforts to inspire, train and resource Gospel Advancing youth leaders and create a movement of teen-led Gospel conversations across the globe.

This position reports to the Marketing Manager and is responsible for assisting the marketing team in successfully meeting deadlines for various projects within the department.

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

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.*

Tactical marketing execution and support: (45%)

- Execute marketing tactics as part of our efforts to drive the mission forward, may include copywriting, developing HubSpot landing pages, forms, workflows or emails, and updating web pages.
- Provide some design support as needed for marketing projects distributed externally, as well as for internal departments (creating or modifying handouts, flyers, web ads, emails, forms, and presentations).
- Proofread and check Marketing content to ensure it meets style and brand standards.

Reporting, monitoring and analysis to identify errors, trends, and opportunities on the website and in our marketing efforts.

Project coordination and marketing liaison: (30%)

- Monitor incoming projects and requests from other departments, communicate with the Marketing team about new projects and report on ongoing project progress.

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- Set up new projects in ClickUp, ensure all projects are organized, built with the correct timeframes/steps, and that any supporting materials are included.
- Communicate with project stakeholders about project requirements, progress, deadlines, and review feedback.
- Ensure project files are organized and in proper places during and after a project.
- Track project performance, specifically to analyze the successful completion of short- and long-term goals.
- Work with the Marketing Manager to develop and implement standards and best practices to ensure that projects are being done well.

Social Media: (15%)

- Work with the Digital Marketing Specialist to schedule and coordinate social media posts across a variety of channels and accounts
- Monitor social media comments and engagement and respond or bring in other team members to the conversation as appropriate

Vendor Liaison: (10%)

- Work with outside vendors or contractors to track active tasks or projects, project estimates, delivery deadlines, and invoices.
- Request print quotes, coordinate print projects, and place orders, may include flyers, mailings, booklets, apparel, or event materials.
- Initially review design/copy from outside vendors to determine if projects meet the strategic direction and brand standards before presenting it to the Marketing Manager and other key stakeholders.

COMPETENCIES REQUIRED

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

- 1 - 2 years of experience in a marketing role and solid understanding of marketing fundamentals
- Strong project tracking skills
- Solid 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
- Ideal candidate will have some experience in:
 - Automated Marketing Platforms (HubSpot preferred)
 - Project management software (ClickUp, Asana, Microsoft Project, etc.)
 - Adobe creative suite
 - Microsoft office

KEY PERFORMANCE INDICATORS FOR THIS POSITION:

- Projects set up correctly in project management system, monitored for progress, and timely communication with stakeholders

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- Completion of personal projects on time that meet quality, brand, and messaging standards
- 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.