

## Dare 2 Share Ministries

### Job Description: Marketing Associate

**DIVISION/DEPARTMENT:** Marketing & Communications / Marketing

**LOCATION:** Denver (Wheat Ridge)

**REPORTS TO:** Marketing Manager

**PAY RATE:** TBD based on experience

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

**HOURS OF WORK:** 40 hours (hourly)

**TRAVEL:** No

**INTRODUCTORY PERIOD:** 90 Days

#### POSITION SUMMARY

The Marketing Associate is a critical role that contributes to the strategic marketing efforts to recruit, equip and mobilize 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 a generalist role and collaborates on all aspects of marketing within the ministry. To be successful in this position, the Marketing Associate must be a self-starter, detail oriented, have excellent communication and time management skills, and enjoy working in a challenging and fast-paced environment. The ideal candidate has a solid foundation of marketing experience and a good 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.*

- Implement inbound marketing strategies (emails, campaigns, workflows, landing pages, etc.) to engage audiences with Dare 2 Share, and our events, resources, and initiatives. Critically reviewing design/copy to ensure layouts meet brand requirements and strategic objectives for lead generation and customer nurture.
- Write clear and compelling copy for a wide range of media (emails, direct mail, blog posts, landing pages, flyers, downloadable resources, etc.)
- Actively participate in creative discussions and strategy around content creation, as well as develop the content, leveraging existing material and/or creating new, to expand the reach and influence of Dare 2 Share.
- Provide some design support for marketing projects distributed externally, as well as for internal departments (creating handouts, flyers, web ads, emails, forms, and presentations).
- Website monitoring and maintenance, to identify and drive needed updates as well as recommend and work with vendor to implement digital improvements.

## Dare 2 Share Ministries

### Job Description: Marketing Associate

- Proofread Marketing projects, review and edit weekly newsletters, email blasts, social posts, etc.
- Assist with filming or photography projects occasionally when needed.

#### COMPETENCIES REQUIRED

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

- 2 - 3 years of experience in a marketing role and strong understanding of marketing fundamentals
- College degree (Marketing preferred)
- Outstanding written and verbal communication skills
- Proactive mindset- identifying gaps and taking initiative
- Comfort working on a variety of projects simultaneously
- Exceptional organizational skills and attention to detail
- Working knowledge of desktop publishing – ideal candidate will have 1-3 years' experience in:
  - Adobe creative suite
  - Microsoft office
- Working knowledge of CRM and automated marketing platforms (Salesforce and HubSpot preferred)

#### KEY PERFORMANCE INDICATORS FOR THIS POSITION:

- Departmental project completion percentages – on time and within budget
- Content creation that is on strategy with correct messaging
- Copywriting skillset for marketing and promotional materials
- Professionalism and communication skills

The applicant chosen for this position must fully concur with the Dare 2 Share Ministries (D2S) “Statement of Faith”, must fully support the expressed purpose of D2S, must be prepared to exercise and model the core values expressed by the ministry, and must agree to abide in all respects with the D2S code of conduct for event participation.