

Dare 2 Share Ministries

Job Description: Creative Services Manager

DIVISION/DEPARTMENT: Marketing

REPORTS TO: VP of Marketing & Communications

LOCATION: Denver (Wheat Ridge)

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

HOURS OF WORK: 40+

PAY RATE: \$50,000 - \$80,000 DOE

TRAVEL: Limited

INTRODUCTORY PERIOD: 90 Days

POSITION SUMMARY

The Creative Services Manager (CSM) is pivotal in crafting the Dare 2 Share brand's visual and creative narrative in order to effectively communicate our mission and vision. Merging creative expertise with team leadership, this role ensures that our brand is dynamically and consistently represented across all platforms.

The CSM thrives in a creative environment and is responsible for building and managing a team (internal and external) to execute the design, production and project management for the ministry's creative projects and initiatives with a wide variety of deliverables. S/he has a thorough understanding of video, printing, graphics, web design, and social and digital marketing. S/he demonstrates the ability to manage/execute multiple projects simultaneously, adapt to rapid change, and maintain a happy and thriving team.

Working closely with the Marketing Manager, the CSM reports to the VP of Marketing & Communications (MarComm).

TYPICAL DUTIES AND RESPONSIBILITIES:

The Creative Services Manager's responsibilities include – but are not limited to:

Team Leadership (33%)

- Build an encouraging and collaborative team culture focused on creative excellence that aligns with the Dare 2 Share brand and communicates clearly.
- Lead weekly status meetings and team meetings, quarterly one on ones, and annual reviews for accountability and to mentor team members toward higher levels of performance.
- Set individual and departmental monthly/quarterly/annual KPIs and hold the team accountable for the goals.

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Creative Management (67%)

- Effectively prioritize a large number and wide variety of marketing projects and make appropriate adjustments to successfully achieve organizational goals while managing the priorities of the subordinates.
- Oversee the creation of all creative materials for the various customer audiences of the ministry (youth leaders, pastors and donors), such as video content (long/short-form; promotions; testimonies, etc.), informational brochures, flyers, digital design, ads, annual reports, infographics and internal/external newsletters.
- Compose and/or review and approve all creative materials to ensure adherence to corporate brand standards.
- Negotiate and manage relationships with consultants, contractors, copywriters, production companies, designers, vendors and advertising/PR agencies.
- Provide excellent customer service to internal customers, serving as a business partner who leverages media and design strategies to support customer goals and objectives.
- Monitor and analyze team performance metrics and provide regular reports to the VP of MarComm.
- Create and manage the Creative Services budget, ensuring optimal allocation of resources across various marketing channels and initiatives.

COMPETENCIES REQUIRED:

- Bachelor's degree (Marketing, Videography, Digital Design, or Journalism preferred), with 4+ years Marketing or Agency experience
- Passion for teens, youth ministry, evangelism and the Church
- Strong problem-solving, organization and customer service skills and attention to detail
- Strong understanding of video editing and graphic design software programs (Adobe Creative Suite, DaVinci Resolve)
- In-depth experience with digital storytelling (Storybrand)
- Highly creative and open to sharing new ideas and collaborating with team and clients to produce the best solution
- Dynamic, motivating and entrepreneurial mindset with an internal drive to continuously hit goals and deadlines
- Superior verbal and written communication skills, with proven ability to make mature and strategic decisions
- Ability to lead and grow a high performing inbound marketing team

BENEFICIAL SKILLS, NOT REQUIRED:

- Experience in content creation and capture for events
- Photography
- Knowledge of social media and YouTube content creation workflows

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KEY PERFORMANCE INDICATORS FOR THIS POSITION:

- Project completion percentages – on time and within budget
- Proactive and clear communication with internal D2S departments regarding project deadlines, creative direction and deliverables
- Keep up with trends in video, design and social media to ensure Dare 2 Share's visual and creative content remains current and relevant to our audiences

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.