

Dare 2 Share Ministries

Job Description: Marketing Specialist 5.26

DIVISION/DEPARTMENT: Marketing & Communications

REPORTS TO: Director of Marketing

LOCATION: Denver (Wheat Ridge)

TYPE OF POSITION: Full-time Part-time Volunteer Contract Occasional/Seasonal

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

PAY RANGE: \$24 - \$30

TRAVEL: Occasional

INTRODUCTORY PERIOD: 90 days

POSITION SUMMARY

The Marketing Associate supports the execution of integrated marketing campaigns that advance the mission and growth of Dare 2 Share Ministries.

This position reports to the Marketing Director and is focused on campaign coordination, execution, and content development, including writing email campaigns and other digital content. To be successful in this position, the Marketing Specialist must be a self-starter, detail-oriented, have strong written and verbal communication skills, and enjoy working in a collaborative and fast-paced environment.

The ideal candidate brings a solid foundation of marketing experience, writing ability, and a healthy balance of creative and analytical thinking.

This role is designed for a developing marketing professional who is eager to grow beyond execution into strategic marketing ownership over time. The ideal candidate demonstrates curiosity and understanding of marketing strategy, audience engagement, messaging effectiveness, and performance insights. A practical familiarity with evangelical church culture, language, and ministry contexts is valuable.

TYPICAL DUTIES AND RESPONSIBILITIES:

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

Campaign Coordination & Execution: 50%

- Develop, coordinate, and execute marketing campaigns from start to finish across digital and traditional channels under the direction of the Marketing Director
- Coordinate timelines, copy, creative assets, approvals, and launch readiness
- Work closely and collaboratively with project lead, video team, and other internal stakeholders or vendors
- Support messaging alignment and audience clarity across campaign channels
- Ensure campaigns are executed on time with clarity, accuracy, and brand alignment

Email & Content Writing: 20%

- Write email marketing campaigns and multi-email series that support campaign goals, event promotion, fundraising, and audience engagement

Dare 2 Share Ministries

Job Description: Marketing Specialist 5.26

- Develop email messaging that is clear, compelling, and aligned with Dare 2 Share's voice, theology, and mission
- Collaborate with the Marketing Director and other stakeholders to refine messaging strategy and content direction
- Occasionally write short articles, blog posts, or long-form content to support broader marketing and communication initiatives
- Incorporate basic performance insights (open rates, CTRs, engagement trends) to continuously improve writing effectiveness over time

Campaign Reporting & Review: 15%

- Support campaign documentation and post-campaign reporting
- Contribute insights and recommendations to campaign planning discussions
- Analyze campaign performance data and identify optimization opportunities

Asset Creation & Marketing Support: 15%

- Intermittent review of websites, performing minor web updates, and working with vendors to implement improvements to digital experiences
- Occasionally produce or support marketing materials, including website content, social media posts, and other marketing collateral

COMPETENCIES PREFERRED/REQUIRED:

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

- 2 - 4 years of experience in a marketing role, and strong understanding of marketing fundamentals
- College degree preferred (Marketing or related field)
- Strong writing ability, particularly for email marketing and digital content
- Copywriting skillset for marketing and promotional materials
- Ability to adapt writing style and tone for different audiences and communication goals
- Outstanding written and verbal communication skills
- Proactive mindset with the ability to identify gaps and take initiative
- Comfort working on a variety of projects simultaneously
- Exceptional organizational skills and attention to detail
- Working knowledge of project management systems, CRM and automated marketing platforms (Clickup and Salesforce preferred)
- Basic knowledge of SEO/SEM and social media management tools
- Demonstrated curiosity about marketing strategy, audience engagement, and messaging effectiveness
- Ability to interpret performance data and translate insights into action
- Familiarity with evangelical church culture, language, and ministry contexts
- Emerging leadership instincts and desire to grow into increased ownership

Dare 2 Share Ministries

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KEY PERFORMANCE INDICATORS FOR THIS POSITION:

- Campaigns executed on time, on strategy, and on brand
- Quality, clarity, and effectiveness in marketing and email content
- Professionalism, collaboration, and communication skills
- Contribution of ideas and insights or recommendations that improve campaign and content effectiveness

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.