

## Dare 2 Share Ministries

### Job Description: Social Media Marketing Coordinator

**DIVISION/DEPARTMENT:** Marketing & Communications

**REPORTS TO:** Director of Marketing

**LOCATION:** HQ (Wheat Ridge, CO) / 1 day WFH

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

**HOURS OF WORK:** 40 hours per week (non-exempt)

**PAY RANGE:** 24.00-29.00

**TRAVEL:** Occasional

**INTRODUCTORY PERIOD:** 90-days

#### POSITION SUMMARY

The Social Media Marketing Coordinator supports Dare 2 Share Ministries' mission by creating, managing, and optimizing non-paid social media content and select digital media content that drives engagement, expands reach, and points audiences toward Dare 2 Share programs, events, and resources. This role manages day-to-day social media activity across organizational accounts and also supports social media efforts for Dare 2 Share founder Greg Stier's personal platforms, ensuring alignment, consistency, and effective cross promotion.

Because this role regularly represents Dare 2 Share in public, faith based digital spaces, the Social Media Marketing Coordinator will frequently interact with pastors, youth leaders, students, and ministry partners. The role requires practical familiarity with evangelical church culture, language, and audiences, and the ability to communicate with discernment, warmth, and clarity in ministry oriented contexts.

This position is designed for an early career professional who has a high degree of familiarity using social media platforms, understands current trends and platform culture, and is eager to develop professionally through mentorship while also taking initiative in learning and execution.

Approximately 75% of the role focuses on social media marketing, with the remaining 25% supporting broader coordination tasks for the marketing and video teams.

#### TYPICAL DUTIES AND RESPONSIBILITIES:

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

##### Social Media Strategy, Content Creation & Publishing (45%)

- Create and schedule engaging social media posts across Facebook, Instagram, X (Twitter), LinkedIn, YouTube, and possibly other platforms in alignment with Dare 2 Share's brand voice, ministry goals, and theological positioning
- Support content creation for founder Greg Stier's social channels, ensuring posts appropriately funnel audiences back to Dare 2 Share initiatives
- Draft captions, post copy, headlines, and basic calls-to-action tailored to platform best practices and evangelical audiences
- Assist with light graphic design, video, or short form content creation using approved tools and templates

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- Collaborate with the marketing and video teams to repurpose existing content (videos, articles, podcasts, events) for social platforms
- Utilize AI assisted tools responsibly to help generate, refine, test, and optimize content while maintaining appropriate tone, and theological care

#### **Community Engagement & Social Listening (20%)**

- Monitor comments, mentions, direct messages, and replies across assigned social channels
- Respond to comments and messages on behalf of the organization with warmth, clarity, and discernment, escalating sensitive issues when appropriate
- Engage constructively with ministry related questions, encouragements, and feedback from church leaders and students
- Encourage healthy, mission aligned community engagement by liking, replying, and amplifying appropriate audience interactions
- Track common questions, themes, or concerns and share insights with the marketing team

#### **General Marketing, Email & Video Team Support (20%)**

- Schedule and coordinate delivery of email and other digital content using approved marketing systems
- Assist with rewriting or adapting existing content into e-newsletters and emails
- Assist with general marketing coordination tasks, including content scheduling, asset organization, and basic project tracking
- Help maintain organized digital filing systems for marketing, social media, email, and video assets
- Provide support for marketing campaigns, events, or promotions as directed

#### **Social Media Analytics & Optimization (10%)**

- Track basic performance metrics such as reach, engagement, follower growth, and clickthrough
- Assist with monthly or campaign based social media reporting
- Apply analytics, trends, and mentor feedback to improve performance and audience connection
- Stay current on platform updates, best practices, and emerging features

#### **Coordination with Internal Team (5%)**

- Participate in regular meetings with team members and internal stakeholders
- Proactively seek feedback and independently apply learnings from Marketing Director
- Research platform trends and best practices, bringing ideas and questions to discussions
- Coordinate closely with internal marketing staff to ensure alignment across campaigns, messaging, and ministry priorities

#### **COMPETENCIES PREFERRED/REQUIRED:**

- Strong written communication skills with the ability to adapt tone for different platforms, formats, and faith-based audiences
- Practical familiarity with evangelical church culture, language, and ministry contexts
- Comfort engaging ministry related conversations in public digital environments
- Demonstrated fluency with Facebook, Instagram, X, LinkedIn, and YouTube from a technical, user, and brand perspective
- Comfort using social media scheduling, email marketing, and content management tools

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- Basic understanding of digital analytics and performance metrics
- Basic design and editing skills
- Comfort using AI tools to assist with content creation and optimization
- Strong organizational skills and attention to detail
- Teachable, curious, and eager to grow
- Demonstrated initiative as a self-starter, with the ability to identify learning needs and independently improve work
- Ability to manage multiple tasks and deadlines in a collaborative team environment
- Alignment with Dare 2 Share's mission, values, and Christian faith context

#### **KEY PERFORMANCE INDICATORS FOR THIS POSITION:**

- Consistent, timely publishing of high-quality social media content
- Healthy, mission aligned engagement across digital platforms
- Clear, accurate, and appropriately toned ministry communications
- Demonstrated growth in content performance over time
- Sound judgment, cultural awareness, and theological sensitivity in public communication
- Timely communication and follow up internally (1 business day) and externally (2 business days) for an initial acknowledgement response time with ongoing, clearly managed expectations.

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.