

Dare 2 Share Ministries

Job Description: Marketing Specialist

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 Specialist is a hands-on individual contributor who supports the execution of marketing campaigns that advance the mission and growth of Dare 2 Share Ministries.

The ideal candidate has 2-4 years of practical marketing experience, strong writing and organizational skills, and genuine satisfaction in executing work with accuracy, consistency, and attention to detail. This person should be comfortable receiving strategic direction, working from established plans and processes, incorporating feedback, and collaborating with multiple internal stakeholders.

This role provides an opportunity for measured professional growth with increasing responsibility for coordinating and executing the marketing of events and initiatives.

A practical familiarity with evangelical church culture, language, and ministry contexts is valuable. The successful candidate will be motivated both by Dare 2 Share's mission and by the day-to-day work of effective, detailed marketing execution.

TYPICAL DUTIES AND RESPONSIBILITIES:

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

Campaign Coordination & Execution: 50%

- Execute defined marketing campaigns and project plans across digital and traditional channels under the direction of the Director of Marketing.
- Maintain campaign timelines, task lists, asset requirements, approvals, and launch checklists.
- Coordinate with internal stakeholders, the Multimedia Services team, project leads, and external vendors to keep deliverables moving.
- Confirm that campaign materials are accurate, complete, on brand, and ready for launch.
- Communicate progress, upcoming deadlines, obstacles, and needed decisions to the Director of Marketing.
- As proficiency develops, take increasing responsibility for coordinating the marketing execution of assigned events or initiatives.

Email & Content Writing: 25%

- Write email marketing campaigns and multi-email series that support campaign goals, event

Dare 2 Share Ministries

Job Description: Marketing Specialist

promotions, fundraising, and audience engagement.

- Write and edit website copy, promotional copy, and other digital content.
- Adapt approved messaging for different audiences and marketing channels.
- Create marketing content that is accurate, clear, and aligned with Dare 2 Share's voice, theology, and mission.
- Occasionally draft short articles, blog posts, social media content, or other supporting materials.

Campaign Reporting & Review: 10%

- Maintain campaign documentation using established systems, templates, and processes.
- Compile basic campaign performance results, including email and engagement metrics.
- Participate in post-campaign reviews and help document lessons learned.

Asset Creation & Marketing Support: 15%

- Coordinate minor website updates and improvements with internal team members or vendors, reviewing all changes before launch.
- Organize marketing assets and maintain accurate campaign files.
- Provide additional execution support for social media, marketing collateral, events, and departmental initiatives.

COMPETENCIES:

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

- 2 to 4 years of experience in marketing, communications, or related role with a working knowledge of marketing fundamentals.
- Strong writing and editing ability, particularly for email and digital content.
- Demonstrated ability to execute projects accurately and meet deadlines.
- Strong organizational skills and careful attention to detail.
- Ability to manage multiple assigned tasks and communicate progress clearly.
- Willingness to receive direction, incorporate feedback, and work within established strategies and processes.
- Comfort collaborating with multiple internal stakeholders.
- Working familiarity with project management, CRM, or marketing automation systems.
- Ability to review basic performance data and identify notable patterns.
- Genuine interest in the mission of Dare 2 Share and the audiences the ministry serves.

PREFERRED QUALIFICATIONS:

- College degree in marketing, communications, or a related field, or equivalent practical experience.
- Experience writing promotional emails or supporting email campaigns.
- Familiarity with Salesforce, ClickUp, or comparable platforms.
- Basic familiarity with SEO, paid media, social media, or website content management.
- Familiarity with evangelical church culture, youth ministry, or nonprofit ministry environments.
- Interest in growing into greater ownership of event and campaign marketing.

Dare 2 Share Ministries

Job Description: Marketing Specialist

KEY PERFORMANCE INDICATORS FOR THIS POSITION:

- Assigned campaign work is completed on time, according to the approved strategy, and in alignment with brand standards.
- Email and digital content is clear, accurate, audience-appropriate, and responsive to feedback.
- Campaign timelines, tasks, assets, and approvals are consistently maintained and communicated.
- The employee demonstrates professionalism, collaboration, coachability, follow-through, and sound judgment.
- Over time, the employee shows increasing readiness to coordinate the marketing execution of assigned events or initiatives.

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.