

Dare 2 Share Ministries

Job Description: VP of Marketing & Communications

DIVISION/DEPARTMENT: Executive / Marketing & Communications

REPORTS TO: President

LOCATION: Denver (Wheat Ridge)

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

HOURS OF WORK: Exempt (40-50 hours/week)

PAY RATE (Or Range): \$85K-\$100K DOE

TRAVEL: Yes

INTRODUCTORY PERIOD: 90 Days

POSITION SUMMARY

The Vice President of Marketing & Communication (VP of MarComm) serves as the strategic and operational leader of Dare 2 Share Ministries' Marketing & Creative Services teams as a key member of Dare 2 Share's Executive Team. The VP of MarComm embraces the responsibility of being a senior leader whose first loyalty is to the health and mission of the whole organization. While providing strategic leadership for the Marketing & Communication division, this role also contributes to enterprise-level decision-making, fosters cross-functional alignment, and supports the collective goals of Dare 2 Share Ministries.

The VP of MarComm will provide vision, leadership, and accountability for marketing, digital engagement, storytelling, video, website, social media, and emerging technologies. This role is responsible for amplifying the story, brand, and digital presence of the ministry across all platforms while accelerating our vision of every teen, everywhere, hearing the Gospel from a friend. They will lead the integration of innovative tools—including AI and other emerging platforms—to enhance the efficiency, creativity, and reach of all marketing and communication efforts.

This position works very closely with leadership on all levels within the ministry and requires the ability to prioritize and manage demands to provide services for many departments at the same time. The position also requires strong delegation and management skills as multiple projects are delegated to several resources, both internal and external.

TYPICAL DUTIES AND RESPONSIBILITIES:

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

Leadership and Leadership Development – 75%:

- Lead a high-performing Marketing & Creative Services team, fostering a culture of collaboration, innovation, and excellence.
- Develop and execute a comprehensive, integrated marketing strategy aligned with Dare 2 Share's mission and vision.
- Oversee all aspects of digital strategy, social media, SEO/SEM, email marketing, and website content/direction.

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- Provide executive-level leadership for storytelling strategy, with an emphasis on youth leader and teen impact stories.
- Champion the use of AI and emerging technologies to improve output, streamline processes, and accelerate engagement.
- Ensure message alignment across all divisions, campaigns, and communication platforms.
- Develop leaders at every level, training as needed in all areas of competency consistent with agreed upon individual growth plans.
- Identifies and communicates roadblocks immediately in order to mitigate confusion among the team and other staff.

Execution – 25%:

- Ensure timely and effective execution of marketing campaigns, product launches, and resource promotion.
- Oversee video production (YouTube and other platforms) in collaboration with internal and external creators.
- Maintain brand integrity and visual consistency across all touchpoints.
- Manage team performance, budgets, and vendor relationships (including contracts) with excellence.
- Collaborate cross-divisionally to support ministry advancement, event marketing, and resource distribution.

COMPETENCIES REQUIRED

- Leader of leaders with strong vision-casting and team development skills.
- Strategic thinker with proven experience in integrated marketing planning and digital execution.
- Strong storytelling instincts and experience leading narrative-based campaigns.
- Fluency in emerging technologies and tools that enhance marketing performance (especially AI).
- High emotional intelligence, relational agility, and the ability to collaborate cross-functionally.
- Excellent project management, communication, and prioritization skills.
- Strong communication (written and verbal) and listening skills.
- 7+ years of relevant leadership experience in marketing, communications, or related field.

KEY PERFORMANCE INDICATORS FOR THIS POSITION:

- High performance teams built
- Increased engagement across digital and social platforms
- Quality, reach, and impact of storytelling content
- On-time delivery and effectiveness of campaigns
- Marketing ROI and lead generation
- Brand consistency and creative excellence
- Budget adherence

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.