



ST. ANDREW

Email and Web Marketing Associate Manager

Mission Statement: Calling the Christian-ish to Become Passionate Servants of Jesus Christ

At St. Andrew, we are a community of people seeking to live more like Jesus every day and to learn in deeper ways what it means to follow his teachings, live in community, and serve the world.

Summary

Under the direct supervision of the Sr. Marketing Manager, the Email and Web Marketing Associate Manager is responsible for managing email marketing, website management, and campus signage. This role requires both technical expertise and marketing skills to effectively communicate the church's mission and engage our community through digital platforms. This position works both independently and within a team to respond to the marketing and advertising needs of St. Andrew and is a partner in ministry helping to fulfill the mission and vision of St. Andrew Methodist Church.

Essential Functions

Email Marketing

- Develop and execute comprehensive email marketing strategy aligned with church calendar
- Create and maintain email templates that reflect brand standards and optimize engagement
- Build, segment, and manage email distribution lists ensuring data accuracy and compliance
- Develop monthly email content calendar coordinating with sermon series, events, and ministry activities
- Develop and execute various email newsletters every month to different target audiences
- Coordinate with graphic designers to develop visual assets for email campaigns
- Track and report on email metrics (open rates, click-through rates, conversions) with actionable insights

Website Management

- Create, update, and maintain web pages in WordPress ensuring content accuracy and user experience
- Manage relationship with external web development agency for ongoing site improvements
- Work with the Creative Director and external partner to execute the website 2.0 update
- Ensure website content is current, accessible, and mobile-optimized
- Monitor website analytics and user behavior to inform content and design decisions
- Implement SEO best practices to improve discoverability
- Coordinate with St. Andrew partners to ensure website have accurate information

Campus Signage

- Manage the digital signage messaging across the campus
- Develop and execute a plan to rollout new digital boards in all key entrance areas
- Seek opportunities to improve campus messaging for visitors in welcome areas like directional signage or informational boards

Competencies

- 2-3+ years of experience in email marketing and website management
- Proficiency with Constant Contact email marketing platform
- WordPress experience including page building, plugin management, and basic troubleshooting
- Understanding of HTML/CSS basics for email and web customization
- Experience managing vendor/agency relationships
- Familiarity with Google Analytics and email marketing analytics
- Knowledge of email deliverability best practices and list management
- Excellent writing and editing skills with attention to detail
- Strong project management and organizational skills
- Active engagement with and commitment to the church's mission and values
- Self-motivated with ability to work independently and collaboratively
- Problem-solver with both creative and analytical thinking
- Adaptable to changing priorities in a dynamic ministry environment

Physical Demands

This is mostly a sedentary position with some filing. This position requires the ability to move equipment from one location to another and the ability to lift 25 pounds.

Position Type and Expected Hours of Work

This is an exempt full-time position at 36.5 hours per week. Work hours are Monday – Thursday, 8:30-5:00 and Fridays 8:30-1:00pm. Some evenings or other weekend hours required based on church event calendars and content needs.

Required Education and Experience

- Bachelor's degree in Marketing / Communications or related field required.
- 3-5 years of experience in marketing preferred.

If interested in applying for this position,
submit your resume and statement of faith to
resume@standrewmethodist.org