



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

The Director of Communications and Marketing at St. Andrew is a strategic and execution-focused leader responsible for ensuring the right message reaches the right audience through the right channels at the right time. This role owns the planning, alignment, and quality of all program marketing efforts, translating ministry goals into clear, compelling, and effective campaigns. Reporting to the Executive Pastor, this leader partners closely with ministry leaders as a peer asking thoughtful questions, challenging assumptions when needed, and guiding teams toward stronger outcomes. They lead a multidisciplinary team across CRM, content, video, and design, fostering a culture of excellence, growth, and innovation. This role is not about doing the work, but about elevating it; ensuring clarity of message, consistency of execution, and continuous improvement through thoughtful planning, feedback, and analysis.

Essential Functions

- Develop and oversee all ministry program marketing plans that define what to say, where to say it, and when; ensuring alignment across all channels
- Ensure all messaging and visuals are clear, compelling, and aligned to the objective; provide direction and feedback to refine and elevate output
- Lead and coach a team of approx. 8 across email, web, social, video, and design; cultivate a culture of ownership, growth, creativity, and high standards
- Serve as a trusted partner to ministry leaders seeking to understand goals, aligning marketing efforts accordingly, and pushing back when needed to improve clarity and effectiveness
- Ensure all work is anchored in a clear creative/marketing brief; guide the team in translating ministry goals into marketing execution
- Establish rhythms for evaluating campaigns, gathering insights, and applying learnings to future efforts
- Build and refine processes that enable clarity, prioritization, and consistent delivery of high-quality work
- Lead planning across 3-, 6-, 9-, and 12-month horizons to ensure proactive, strategic marketing; not just reactive execution

Skills & Competencies:

- Strong instinct for what messaging works, what doesn't, and how to improve it across channels and audiences
- Ability to translate goals into actionable marketing plans and guide teams in delivering against them
- Can assess and direct creative work (visual and written) with clarity and confidence, without needing to be the primary creator
- Proven ability to lead diverse skill sets, inspire growth, and raise the standard of a team
- Able to engage as a peer with ministry leaders and pastors, ask strong questions, and provide thoughtful pushback
- Naturally seeks to understand the "why," asks insightful questions, and navigates ambiguity with confidence
- Builds systems and processes that support clarity, alignment, and momentum without overcomplicating
- Values learning and improvement; uses data and feedback to refine approach over time

- Demonstrates a deep commitment to the mission, vision, and values of St. Andrew, ensuring all marketing efforts serve the broader purpose of the church

Personal Attributes:

- Driver mentality balanced with collaborative spirit and humble learning posture
- Creative thinker who embraces new ideas, challenges the status quo, and empowers team expertise
- Passion for the church's mission and alignment with St. Andrew Methodist Church's values

Supervisory Responsibility

This position supervises the Communications and Marketing team.

Requirements Education & Experience:

- Bachelor's degree in Marketing, Communications, Public Relations, or related field
- 5+ years of progressive marketing/communications experience, with at least 2 years in a leadership role
- Experience in nonprofit, ministry, or mission-driven organization preferred

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. No travel is expected for this role.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

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

resume@standrewmethodist.org