



ST. ANDREW

Email and Web Marketing Specialist

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 direction of the Senior Marketing Manager, the Email and Web Marketing Specialist plays a key role in helping St. Andrew Methodist Church communicate clearly, creatively, and effectively across digital platforms. This role is responsible for managing email communications, website content, and campus messaging to support ministry efforts and help people take next steps in their faith.

This position combines technical skill with a heart for ministry, ensuring that all communications reflect the mission, vision, and values of St. Andrew. The Specialist works both independently and collaboratively with ministry leaders and the Creative team to engage our congregation and reach our broader community and is a partner in ministry helping to fulfill the mission and vision of St. Andrew Methodist Church.

Essential Functions

Email Communications & Engagement

- Develop and execute a comprehensive email communication strategy aligned with the church calendar, sermon series, and ministry initiatives
- Create and manage email templates that reflect brand standards and enhance clarity, engagement, and usability
- Build, segment, and maintain email distribution lists with a focus on accuracy, personalization, and best practices
- Plan and manage a monthly email content calendar in coordination with ministries and upcoming events
- Produce and distribute regular email communications (newsletters, ministry updates, event promotions) for various audiences
- Collaborate with designers to develop compelling visual content for email campaigns
- Track and analyze email performance (open rates, click-through rates, engagement), providing insights and recommendations for improvement

Website Content & Experience

- Create, update, and maintain website content in WordPress to ensure accuracy, clarity, and a strong user experience
- Partner with ministry leaders to keep web content current and aligned with ministry goals and messaging
- Collaborate with the Creative Director and external partners on ongoing website enhancements and future development initiatives (including Website 2.0)
- Monitor website analytics and user behavior to inform content strategy and improvements
- Ensure all web content is accessible, mobile-friendly, and easy to navigate
- Implement basic SEO best practices to improve visibility and reach within the community

Campus Communication & Signage

- Oversee digital signage across campus, ensuring messaging is clear, timely, and aligned with current ministry priorities
- Develop and implement a strategy for effective campus communication, including the rollout of new digital signage in key areas
- Partner with ministry teams to ensure important information is communicated effectively to attendees and guests
- Identify opportunities to enhance the on-campus experience through improved signage, wayfinding, and informational displays

Collaboration & Ministry Partnership

- Serve as a partner to ministry leaders by helping communicate their vision, events, and next steps clearly and effectively
- Work closely with the Creative team to ensure consistency in messaging, branding, and visual identity
- Respond to communication needs across the church in a timely and collaborative manner
- Contribute to a team culture that values creativity, excellence, and servant leadership

Competencies

- Experience with email marketing platforms and list management
- Understanding of HTML/CSS basics for email and web customization
- Familiarity with WordPress or similar content management systems
- Working knowledge of digital analytics tools (e.g., Google Analytics)
- Strong organizational skills with the ability to manage multiple projects and deadlines
- Excellent written and verbal communication skills
- A collaborative spirit with the ability to work across teams and ministries
- A growing and active faith aligned with the mission and values of St. Andrew Methodist Church
- Heart for ministry and a passion for helping people connect and engage
- Strong attention to detail and commitment to excellence
- Ability to think both strategically and practically
- Flexible, proactive, and solution-oriented

Supervisory Responsibility

This position does not have any supervisory responsibility.

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.

Travel

No travel is expected for this role.

Required Education and Experience

- Bachelor's degree in Communications, Marketing, Digital Media, or related field (or equivalent experience)
- 2-3 years' experience in communications, digital marketing, or related field

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