

Marketing & Brand Manager

The Marketing & Brand Manager leads the efforts of Pathfinder Church and St. John School to communicate our brands effectively. This role ensures our mission and message reach the right people through clear, engaging, and mission-driven marketing, public relations, and internal communications. As a team leader and hands-on contributor, this position is responsible for guiding the three-person Brand, Marketing & Creative Team, managing department budget, executing plans and projects, coordinating outsourced vendors, overseeing messaging, and ensuring a cohesive experience across all platforms.

Responsibilities

TEAM MANAGEMENT & BRAND STEWARDSHIP

- Manage and develop a small team of professionals, providing coaching and support in their whole-life journey while ensuring alignment with organizational objectives.
- Oversee and implement brand consistency across all church and school experiences, ensuring both tangible and intangible aspects align with our mission.
- Cultivate a strong team culture of creativity, collaboration, and excellence.

MARKETING & DIGITAL ENGAGEMENT

- Develop and execute integrated marketing strategies to engage both internal and external audiences through digital, print, social media, and traditional marketing channels.
- Create and manage the editorial calendar for social; manage social media accounts across multiple platforms, ensuring engagement, consistency, and alignment with our mission.
- Manage the church and school websites, ensuring content is up-to-date, relevant, and reflective of our brand identity; partner with outsourced vendor for ongoing web development and fixes.
- Support St. John School's enrollment and open-house efforts through effective marketing campaigns.
- Create and oversee marketing materials (i.e., writing and graphic design) for print, digital, social media, video, direct mail, and other channels.
- Develop and execute strategies to promote and engage audiences with emerging ministry initiatives: podcasts, original songs, books, etc.
- Track and report on success metrics.

PUBLIC RELATIONS & CRISIS COMMUNICATIONS

- Serve as the primary contact for media relations, building relationships with print and broadcast reporters, crafting press releases, and proactively pitching stories to enhance visibility.
- Support Pathfinder Brand Awareness events (i.e. July 4, Eggstravaganza, Christmas Experience) to maximize outreach.
- Develop and maintain a crisis communication plan to support the church and school in times of need.

INTERNAL COMMUNICATION

- Partner with ministry leaders to develop communication strategies for key church initiatives and events. With the team, create and execute the related communications plans.
- Establish communication policies and best practices, ensuring clear and consistent messaging across the church and school.
- Collaborate with leadership to execute fundraising campaigns for general and special initiatives.
- Monitor organizational sentiment (NPS score) and implement strategies to strengthen engagement and satisfaction.
- Oversee the production of the quarterly newsletter (Faith Matters) and manage relationships with newsletter advertisers.

Work Schedule

Full-time position working a minimum of 40 hours a week with typical working days Monday–Friday from 8:00am–4:30pm. Must have the flexibility to occasionally work longer hours and some Sundays based upon the demand of operations.

Qualifications and Educational Requirements

- Demonstrates advancement, increasing job responsibility, and growing professional capabilities over a minimum of 7 years of experience in a marketing-related position
- Bachelor's degree in Marketing, Communications, Public Relations or a related field.
- Direct experience with digital marketing, social media management, and digital advertising.
- Strong writer and editor with good visual sense.
- Exceptional project management skills, with the ability to oversee multiple initiatives on time and with high quality.
- Solid team management skills, with the ability to guide a team effectively.
- Development/fundraising experience a plus.
- Comfortable with creative software (Adobe Creative Cloud) and emerging AI tools.
- Strong personal commitment to Jesus Christ; Member of Pathfinder Church or willing to join.

To Apply

Interested candidates should submit an online employment application at pathfinderstl.org/employment.

For questions about our application, please contact Michele Telle at mtelle@pathfinderstl.org.

To learn more about our organization, please visit our website at pathfinderstl.org.