



# SAINT PAUL

## STREET EVANGELIZATION

### Position Description

#### Director of Marketing & Digital Evangelization

#### POSITION SUMMARY:

The Director of Marketing & Digital Evangelization is responsible for supporting the executive team in the development, planning and execution of all marketing and communications efforts, as needed, to promote St. Paul Street Evangelization.

#### POSITION DETAILS:

- Full time position
- Position location: Warren, MI
- Direct supervisor: Chief Operating Officer
- Salaried position with benefits

#### QUALIFICATIONS:

- B.A. in Marketing, Journalism, or Public Relations with 3-5 years of experience in marketing and non-profit fundraising.
- Must embrace the mission of the St. Paul Street Evangelization
- Must be an intentional disciple of Jesus Christ and a Catholic in good standing
- Strong interpersonal skills
- Self-directed, organized, multi-tasker, creative with great attention to detail on work projects
- Display a positive attitude, show concern for people and community, demonstrate presence, self-confidence, common sense and good listening ability

#### JOB RESPONSIBILITIES:

##### Marketing

- Manage the email marketing campaigns as directed. This will include running email marketing campaigns end-to-end, managing email databases and creating newsletters
- Ensure emails follow industry policies and best practices
- Identify target audience and grow the internal email list with a goal of growth in open rate and retention rate
- Manage and contribute to the creation and completion of all collateral for digital and

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traditional marketing as needed

- Line up and generate Catholic radio interviews with key SPSE staff and volunteers, including national and local interviews
- Manage our over the air radio ads, PSAs, paid ads, and unpaid ad campaigns
- Assist the other marketing and communication team members with project management, creative development, brainstorming, and project execution
- Generate ideas to support the advancement of SPSE. Work with the marketing team to ensure brand standards are developed and met
- Manage lead tracking and ROI measurement when possible

#### Digital Media Marketing

- Have certification and a proven track record managing Google Ad words. Continually test, update, refresh, and recycle ads
- Manage social media marketing projects including: Facebook (Stories from the Street, Saint of the Day, event postings, paid advertising for brand awareness); Twitter (Saint of the Day, paid advertising for brand awareness); Instagram; Youtube; Tiktok; and LinkedIn

#### Event Coordinating

- Responsible for the day-to-day marketing planning and execution of trade shows, industry conferences, workshops, sponsorships, and pre-planned events
- Manage from start to finish the planning, logistics, and details for the annual gala within the allotted budget and under the direction of the executive team and with the assistance of the advancement staff
- Collaborate with the advancement and executive team leaders to develop both large- and small-scale event plans that contribute to the mission, growth, and brand awareness of SPSE
- Provide consistent and clear communication of events programs to all stakeholders in a timely manner, including briefing documents and logistics
- Work with marketing team on external pre-event communications plans
- Care of all display / vendor materials

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