
Job Description: Communications Specialist

Accountable to:	Pioneers Europe Mobilization Office Director; Pioneers Nederland Mobilization Office Director
Term:	Appointed for a trial period of 3 months, then could be extended
Scope:	All of Europe except the UK
Work Location:	Hilversum, Netherlands preferred; remote possible
Hours:	8-16 hrs., preferred longer

Position Summary

We're looking for someone with a passion for God and passion to reach the unreached around the world by leading and managing communications and marketing for Pioneers Europe (PIEU) and Pioneers Nederland (PINL). This person will set and guide the strategy for all communications, public relations, and collaterals to compellingly and consistently articulate the mission of PIEU and PINL and to help our missionaries communicate with their prayer and financial partners. The Marketing and Communications Coordinator will create the branding standards of PIEU and PINL and ensure that PIEU and PINL staff uphold these standards in visuals, language, and values.

The Marketing and Communications Coordinator will work closely with the other staff of the organization as the communications partner on a variety of strategic initiatives. The Marketing and Communications Coordinator will elevate the reputation of Pioneers Europe throughout Europe and Pioneers Nederland throughout the Netherlands to make them well-known and trusted organizations for mission to the unreached.

So, we offer a workplace where you can use your gifts and skills to help reach the unreached.

Purpose of Pioneers Europe and Pioneers Nederland

Pioneers mobilizes teams to glorify God among unreached peoples by initiating church-planting movements in partnership with local churches.

Pioneers Europe has almost 30 long-term field workers from 7 countries in Europe who are serving on 4 continents and Pioneers Nederland has 10 field workers focused on projects in north Africa and the Middle East. Pioneers Europe and Pioneers Nederland are part of the international mission agency Pioneers and both sit under the Dutch Foundation Arabische Wereld Zending (AWZ). This mobilization effort is carried out in conjunction with existing national partnerships and national mobilization gateways in European countries and by developing new national partnerships, national PIEU coordinators, and national mobilization gateways across the continent. The national mobilization offices/bases in these European countries are autonomous. Pioneers Europe will provide shared services and a forum for collaboration among the national PI mobilization gateways in Europe. Pioneers Europe acts as the mobilization office for those European missionaries who neither have access to a national partner nor a national mobilization office.

Pioneers Europe and Pioneers Nederland are part of Pioneers, the fastest growing international mission agency in the world with more than 3200 members serving in more than 100 countries.

Key Responsibilities of the Communications Specialist

1. Vision:

Provide visionary and strategic leadership to Pioneers Europe and Pioneers Nederland communications and marketing.

- Develop a Europe-wide communications and marketing strategy to make Pioneers Europe a household name throughout Europe and increase Pioneers Nederland's profile in the Netherlands among those interested in mission to the unreached that includes goals for:
 - Overall Marketing and Public Relations initiatives for the organization.
 - Graphic design activities and messaging strategy creation for organization projects and needs across all communications channels.
 - Media and advertisement placement.
 - Leading of creative development and direction for all organizational events.
 - Coordination of marketing opportunities throughout the organization, including mobilization, partnership development, and fundraising.
 - Photographing and documenting projects, events, and opportunities.
 - Staying educated about the latest innovations and trends in communications and marketing.
- Provide communication and marketing guidance to developing mobilization gateways in Europe.

2. Managing:

- Manage PIEU and PINL communications and marketing strategy and implementation and manage team well, presenting an annual budget, a rolling three-year strategic plan and an annual activity plan and budget to the PIEU and PINL Directors.
- Identify and develop communication channels, including website, social media, print and email newsletter, in-house newsletter, donor communication, prayer guide of PIEU and PINL field workers, other collaterals and publications, etc.
- Periodically evaluate the communications and marketing efforts of PIEU and PINL and adjust them accordingly in order to achieve the goals of the organizations.
- Administrate the Communications and Marketing team well.

3. Create content and materials:

- Find, create, edit, manage and place all content for communication channels to convey messages in an effective and aesthetically pleasing manner, including stories, photographs, and videos.
- Design graphics as necessary.
- Create brochures, logos, letterhead, signs and event displays, books, reports, advertisements, and other communication materials.
- Ensure that all content is translated appropriately.

4. Organize shared Resources:

Provide communications and marketing resources to be shared among PIEU, PINL, and the developing mobilization gateways in Europe. This is done in order to mutually benefit as much as possible from what is already available within Pioneers regarding communications and marketing. Share experiences and ideas with other PI Mobilization gateways in Europe by participating in periodic meetings, either digitally or physically.

5. Provide support to PIEU and PINL field workers:

Provide advice to PIEU and PINL field workers about personal communications and marketing strategy. Create prayer cards and newsletter templates for PIEU and PINL field workers.

6. Public Relations:

Coordinate and manage Public Relations initiatives to generate media for the organization, including:

- Review and edit media releases generated by a Public Relations consultant
- Review and participate in crisis communications that are planned and managed by a Public Relations consultant
- Facilitate media training & support for staff
- Monitor media hits in print, broadcast, online outlets, and radio and community reactions
- Research PIEU and PINL stories to share with media
- Present PIEU and PINL programs, stories and activities that relate to current news topics
- Place PIEU and PINL stories in print and electronic media

7. Finances:

Create and monitor the annual budget for Communication and Marketing activities and ensure cost effectiveness of activities.

8. Develop staff and build strong relationships with Communications and Marketing consultants, other Pioneers Communications departments, and PIEU and PINL partners:

- Recruit and develop a team of staff, volunteers, consultants and partners as necessary. As far as the new staff are financially not self-supporting, the costs of these new persons will be totally related to the financial capacity of PIEU and PINL. Prayerfully identify and develop leaders within PIEU and PINL.
- Partner with the PIEU and PINL staff to provide communications and marketing for their areas of responsibility (e.g. Mobilization, Fundraising, etc.).
- Build relationships with Communications and Marketing vendors and consultants who increase PIEU's and PINL's effectiveness (including cost-effectiveness) and manage agreements and contracts.
- Collaborate with the Communications and Marketing staff of other Pioneers offices worldwide and Pioneers Europe partners as much as necessary and possible.

9. Accountability:

Account for activities to the Pioneers Europe Director for PIEU activities and to the Pioneers Nederland Director for PINL activities by regular interaction and adequate oral and/or written reporting.

10. Fulfill all other requirements as made by the PIEU and PINL Directors:

Serve in excellence the purpose of PIEU and PINL.

Qualifications

- Relevant work experience and training
- Able to lead and entrepreneurial
- Works well in multicultural environments

- Works well in a team, including partnering across multiple organizational functions and collaborating with partners (mobilization, partnership development, fundraising)
- Excellent written and oral communication in Dutch and English and another/other European languages
- A Christian and committed to PIEU and PINL vision, values, and guidelines
- Lifelong learner
- Solid foundation (or able to quickly gain this) in pertinent software: MS Office, Adobe, Kentico, Mailchimp
- Able to manage multiple projects simultaneously in a timely manner
- Also preferred: knowledge of Pioneers and mission sending from Europe and field work experience

Position Conditions

- Volunteer or support-based. We can provide advice related to support-raising.

Information and Application

You can contact us for more information. You can apply by submitting a cover letter indicating your interest in working with Pioneers and the specific position you are applying for and a CV to either of the following:

Michael Wagner, Director of Pioneers Europe: mwagner@pioneerseurope.org, +31 35 2033021

Jacob Westland, Director of Pioneers Nederland: jacob@pioneersnederland.org, +31 6 52321763