

---

## Job Description: Digital Media Marketing Specialist

---

<b>Accountable to:</b>	Communications Specialist
<b>Term:</b>	Appointed for a trial period of 3 months, then could be extended
<b>Scope:</b>	All of Europe except the UK
<b>Work Location:</b>	Hilversum, Netherlands preferred; remote possible
<b>Hours:</b>	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 creating, implementing, and managing the digital media marketing strategy of Pioneers Europe (PIEU) and Pioneers Nederland (PINL). The Digital Media Marketing Coordinator will work closely with the Communications and Marketing Coordinator and the other staff of the organization as the digital media marketing partner on a variety of strategic initiatives. This person will help to elevate the reputation of PIEU throughout Europe and PINL 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. PIEU and PINL 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 workers who neither have access to a national partner nor a national mobilization office.

Pioneers Europe and 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 Digital Media Marketing Specialist

### 1. Vision:

Provide visionary and strategic leadership to Pioneers Europe and Pioneers Nederland digital media marketing strategy.

- Develop a Europe-wide digital media 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:
  - Assisting in overall Marketing and Public Relations initiatives for the organization.
  - Assisting in graphic design activities and messaging strategy creation for organization projects and needs across digital media channels.
  - Media and advertisement placement.
  - Managing digital media marketing component for all organizational events.
  - Coordination of digital media marketing opportunities throughout the organization, including for mobilization, partnership development, and fundraising.
  - Assisting in photographing and documenting projects, events, and opportunities.
  - Staying educated about the latest innovations and trends in communications and marketing.
- Provide digital media marketing advice to developing mobilization gateways in Europe.

### 2. Managing:

- Manage PIEU and PINL digital marketing strategy and implementation well, presenting an annual budget, a rolling three-year strategic plan and an annual activity plan and budget to the Communications and Marketing Coordinator.
- Identify and develop all digital communication channels.
- Periodically evaluate the digital media marketing efforts of PIEU and PINL and adjust them accordingly in order to achieve the goals of the organizations.

### 3. Create content and materials:

- Find, create, edit, manage and place all content for digital marketing channels to convey messages in an effective and aesthetically pleasing manner, including stories, photographs, and videos.
- Design graphics as necessary.
- Create other communication materials as necessary.
- Ensure that all content is translated appropriately.

### 4. Organize shared Resources:

Provide digital media 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 digital media marketing strategy.

## 6. Public Relations:

Coordinate digital media marketing aspect of PIEU's and PINL's public relations, including:

- Edit and place media releases on digital media channels.
- Facilitate digital media training & support for staff
- Monitor media hits in digital channels
- Research PIEU and PINL stories to share on digital media
- Present PIEU and PINL programs, stories and activities that relate to current news topics on digital media channels
- Place PIEU and PINL stories in digital media channels
- Respond appropriately to all inquiries through digital media channels

## 7. Finances:

Create and monitor the annual budget for digital media marketing activities and ensure cost effectiveness of activities.

## 8. Develop staff and build strong relationships with Digital Media Marketing consultants, other Pioneers Digital Media Marketers, 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.
- Partner with the PIEU and PINL staff to digital media marketing for their areas of responsibility (e.g. Mobilization, Fundraising, etc.).
- Build relationships with Digital Media Marketing vendors and consultants who increase PIEU's and PINL's effectiveness (including cost-effectiveness) and assist Communication and Marketing Coordinator to manage agreements and contracts.
- Collaborate with the Digital Media Marketing staff of other Pioneers offices worldwide and Pioneers Europe partners as much as necessary and possible.

## 9. Accountability:

Account for activities to the Communications and Marketing Coordinator by regular interaction and adequate oral and/or written reporting.

## 10. Fulfill all other requirements as made by the Communications and Marketing Coordinator:

Serve in excellence the purpose of PIEU and PINL.

## Qualifications

- Relevant work experience and training
- Entrepreneurial and (preferably) able to lead
- 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
- 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](mailto:mwagner@pioneerseurope.org), +31 35 2033021

Jacob Westland, Director of Pioneers Nederland: [jacob@pioneersnederland.org](mailto:jacob@pioneersnederland.org), +31 6 52321763