

VP Marketing and Communications



Department: Marketing and Communications

Responsible to: President

Location: Dorchester, ON

Hours: Full-time

Salary: TBD + Benefits

SUMMARY

The Vice President of Marketing and Communications plays a pivotal role in advancing the mission of Pioneers by strategically directing and overseeing all communications and marketing efforts. This position is instrumental in creating greater awareness of Pioneers and developing deeper engagement with our audience. The goal of the position is to inspire Christians in Canada to participate in the Great Commission, either indirectly by sending, praying, or giving or directly by serving as a cross-cultural missionary. The Vice President of Marketing and Communications will lead a small, dedicated team and work closely with the President to align efforts with our organization's mission and goals.

MINISTRY FOCUS

Pioneers is a Christ-centered, interdenominational missions organization with a passion to send cross-cultural missionaries into regions where few people have ever had the opportunity to hear of Jesus. As such, each employee of Pioneers shall:

- Be a passionate follower of Jesus Christ, who is in wholehearted alignment with [Pioneers Values and Beliefs](#).
- Conduct themselves in a Christ-like manner at work and outside the workplace.
- Participate in weekly staff gatherings and monthly prayer meetings.
- Maintain personal and professional development including spiritual life and ministry skills.
- Pray with staff, missionaries and candidates when requested or deemed appropriate.

TASKS & RESPONSIBILITIES

Strategic Leadership:

- Develop and implement a comprehensive Marketing and Communications strategy aligned with Pioneers mission and Christian values.
- Provide visionary leadership to create a unified and compelling narrative across all platforms.

Team Management:

- Lead, mentor, and manage a small team of marketing and communications professionals, fostering a collaborative and mission-driven work environment.
- Set clear expectations, objectives, and key performance indicators for team members.

Brand Management:

- Ensure consistent and authentic representation of Pioneers values and Christian ethos in all communications and marketing materials.
- Oversee the development and maintenance of brand guidelines.

Audience Engagement:

- Develop and execute engagement strategies to reach a diverse audience, including donors, volunteers, churches, and potential missionaries.

- Leverage traditional and online platforms to expand the organization's reach and impact.

Missionary Recruitment:

- Collaborate with Pioneers Mobilization team to create compelling campaigns to recruit potential missionaries.
- Collaborate with Pioneers Church Relations team to develop novel ways to engage with pastors and church leaders.

Digital Marketing:

- Oversee the organization's online presence, including website management, social media strategy, and email marketing campaigns.
- Utilize analytics to measure the effectiveness of digital initiatives and adjust strategies accordingly.

KNOWLEDGE, SKILLS, ABILITIES

- Proven leadership skills.
- Excellent interpersonal skills.
- Strong verbal and written communication skills.
- Ability to build relationships with diverse stakeholder groups.
- Desire to collaborate well with other departments and foster teamwork.
- Working knowledge of missions in general and ministry to the unreached.
- Capable of using technology for communication and marketing purposes.
- Familiarity with Microsoft 365 is a plus.

QUALIFICATIONS

- Previous experience developing, leading, and mentoring a team.
- Experience in communications and marketing.
- Cross-cultural missions experience (short or long-term), not necessary but beneficial.
- A committed believer who is passionate about seeing the good news of Jesus spread throughout the whole world.
- Active participation in a local fellowship.
- Available to travel within and outside of Canada.

If interested, please send your resume and references to Todd at hr@pioneers.ca. As per Pioneers Canada policy, anyone hired for this position will need to complete a Vulnerable Sector police check.

Please note, we will accommodate the needs of persons with disabilities in our hiring process. Should you require any accommodations during the hiring process or for this application, please email hr@pioneers.ca or call the office at 866-268-8778.