

## **Join Our Mission: Director of Marketing and Communications at Greater Europe Mission (GEM UK)**

**Location:** Birmingham or Remote (with required travel)

**Reports to:** CEO

**Hours:** Full-time / Part-time (negotiable)

**Salary:** Self-funded

### **About Us:**

At Greater Europe Mission (GEM UK), we are dedicated to glorifying God by making disciples and multiplying churches throughout Europe. As part of the broader GEM network, we mobilise and support missionaries, partner with churches, and engage in transformative gospel initiatives across the continent.

### **Your Role:**

We are seeking an inspiring Director of Marketing and Communications to propel our mission forward through strategic leadership in branding, communications, and outreach. This critical role demands a passion for mission, creative insight, and expertise in marketing and communication strategies to enhance GEM UK's visibility and influence.

### **What You'll Do:**

**Develop Strategic Marketing and Communication Plans:** Craft and lead comprehensive marketing strategies supporting GEM UK's mission, covering digital, print, and social media platforms.

**Strengthen Brand Identity:** Establish and maintain a cohesive brand image, ensuring consistent messaging across all communication channels.

**Inspire and Engage Audiences:** Create compelling content that resonates with and mobilises supporters, churches, and partners throughout Europe.

**Oversee Communication Initiatives:** Manage marketing campaigns, public relations activities, and drive growth in audience engagement and support.

**Collaborate for Greater Impact:** Work closely with leadership, development teams, and field staff to ensure marketing and communications align with organisational objectives.

### **Who You Are:**

A committed Christian with a heart for mission and the vision of GEM.

A proven leader with experience in marketing, communications, or public relations.

A creative storyteller with exceptional written and visual communication skills.

A strategic thinker with outstanding planning and execution abilities.

Proficient in digital marketing tools, social media platforms, and content management systems.

### **We Are Looking for Someone With:**

Ministry, non-profit, or cross-cultural experience.

Knowledge of European missions and global ministry trends.

Expertise in SEO, analytics, and digital marketing strategies.

### **How to Apply:**

Submit your CV, a one-page testimony of faith, and a cover letter detailing your interest and qualifications for this role to XXX. Please include "Director of Marketing and Communications" in the subject line.

**Application Deadline:** [Insert Deadline Date]

GEM UK is an equal opportunity employer committed to diversity and inclusion. We welcome applications from all qualified individuals in adherence to the GEM statement of faith.