



Opportunity Profile

**International
Communications
Director**

contact usa@steiger.org for more information

Job Description

International Communications Director

GENERAL INFORMATION

Reports To:	Aaron Pierce (Executive Director)
Status:	Full Time Volunteer or Missionary *see below for more information
Team Participation:	Steiger Leadership Counsel
Direct Reports:	Content Creators Designers
Location:	Preferably USA, preferably in Twin Cities (Minnesota)
General Purpose:	Steiger is looking for an experienced International Communications Director who is experienced ideally in an “in-house” leadership role within a complex (number and variety of constituents) nonprofit entity, and covering areas such as website content, newsletters, and donor communications. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical.

KEY ATTRIBUTES

- Intimate relationship with Jesus Christ.
- Be willing to learn and understand the global youth culture and what that means.
- Understands current trends in technology and social media.
- A strong vision and support for the work of Steiger and a commitment to our mission.
- Highly collaborative style; experience developing and implementing communications strategies;
- Ability to think creatively and collaboratively about all elements of communications work;
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels;

RESPONSIBILITIES

- Build and provide leadership, direction and oversight to the international communications team
- Be able to craft and articulate a brand strategy and annual communication plans across the organization.

- Ensure consistently high quality communication throughout Steiger using the latest technological tools in accordance with the Steiger brand
- Develop, implement, and evaluate a multi-channel global communication strategy that will broaden awareness for Steiger and it's mission by enhancing our fundraising, recruiting and partnership development efforts.
- Track and measure the level of engagement of various communication channels over time and develop strategies for improvement
- Recruit, manage and develop a communications support team, including volunteers, to support the development and execution of the communications strategy
- Develop strategies for the management, development, distribution, and maintenance of all print and emailed communications including, newsletters, prayer communications, donor information, and other promotional material (brochures).
- Oversee the design and content development and maintenance of Steiger's web sites —ensuring that new and consistent information (article links, stories, and events) are posted regularly
- Develop a robust social media strategy, including advertising and search engine optimization
- Develop marketing strategies for Steiger's content (podcast, blogs, books, media, events, etc.)
- Develop internal publications such as newsletters, releases, and email announcements
- Secure and support high-impact speaking opportunities - prepare talking points, presentations and other supporting material as needed
- Be involved in the coordination and organisation of meetings/events that engage different Steiger audiences (both internal and external).
- Serve as a communication consultant to Steiger's regional/national ministry leaders
- Manage all media contacts.

BACKGROUND & EXPERIENCE

This person should also have:

- Minimum of 5 years of communications experience; marketing and development background a plus; at least 3 years of management experience
- Ideally experience in an international Christian mission or church setting
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently;
- Relationship builder with the flexibility and finesse to “manage by influence”;
- Strong interpersonal, management and leadership skills with the ability to integrate and work well within multiethnic and multicultural teams, including volunteers.

APPLICATION PROCESS

After reading this Opportunity Profile, if you sense the gifts and experiences God has given you are a good fit for the position of (Insert Position here), we invite you to begin the inquiry process.

Please complete our Registration of Interest form ([click here](#)), which will also include uploading a CV/Resume and links to samples of your work, including your portfolio.

If you have any questions, please email usa@steiger.org.

Steiger Long-Term Opportunity Types:

Missionary

A Steiger Missionary has completed Steiger's training program and usually serves in a leadership or frontline (evangelism, discipleship and/or training) role. Missionary roles are generally funded by the Missionary Support Model, which involves raising personal financial support. Steiger provides training, resources (marketing materials, an online donation page, back office support, etc.) and coaching to support its missionaries in becoming fully funded.

Staff

A Steiger Staff member serves in a paid position that is organizationally funded. Staff roles are usually administrative in nature, and/or include the responsibility of raising funds for the mission as a whole (i.e. development roles).

Volunteer

A Steiger volunteer commits time to the mission of Steiger (part time or full time), without being paid by the mission or raising personal financial support. As with missionaries or staff, volunteers have a documented job description, goals and responsibilities, and reporting relationships within Steiger's organizational structure. They may be part of a team consisting of Steiger staff, missionaries, and/or other volunteers.

What is Steiger?

Steiger is a rapidly-growing, worldwide mission organization that is called to reach and disciple the Global Youth Culture for Jesus.

The mission's primary purpose is to bridge the gap between the Church and the Global Youth Culture. Steiger does this by raising up missionaries and equipping the local church to proclaim the message of Jesus in the language of the Global Youth Culture. It establishes long-term teams in cities through creative evangelism, relevant discipleship, and local church partnership.

What is the Global Youth Culture?

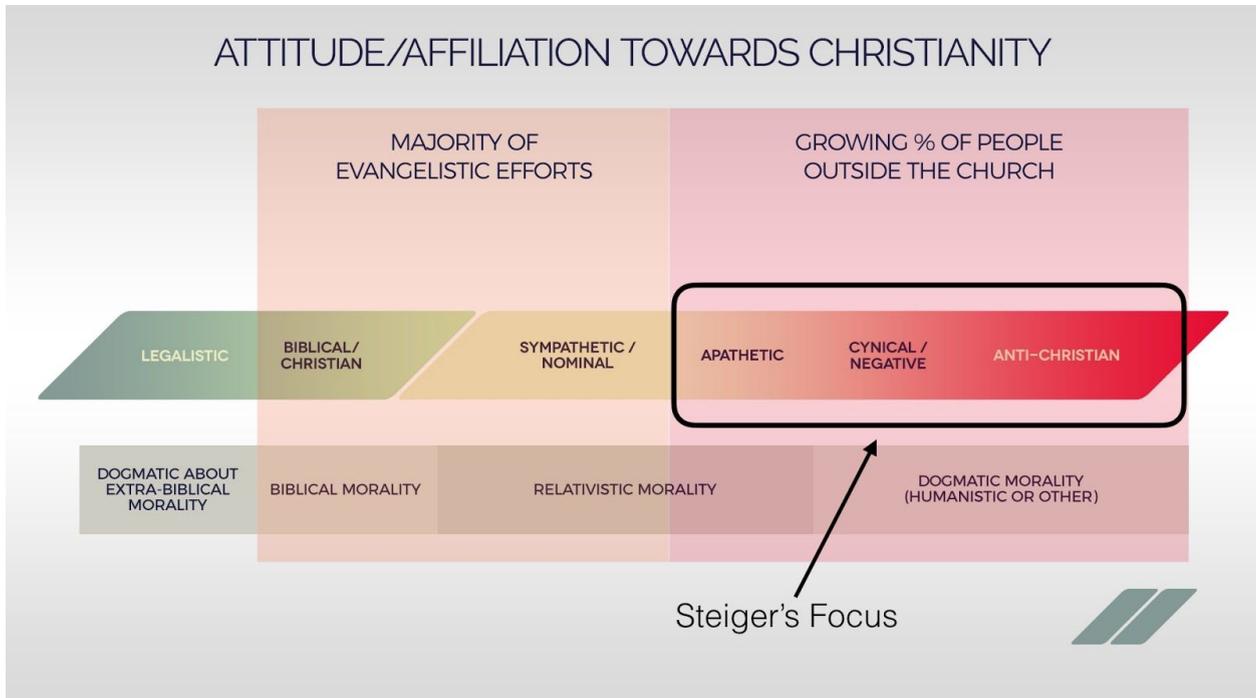
The emerging Global Youth Culture, connected by consumerism, social media, and the entertainment industry, forms the largest global culture ever to exist. It spans the globe, embracing the same values, listening to the same music, subscribing to the same YouTube channels, and following the same influencers on social media.

This global culture is largely influenced by one predominant worldview – Secular Humanism – which affirms that God is irrelevant and man is at the center. In this relativistic culture, we are god and consumerism is our religion.

This is a generation that does not look to the Church for answers, but believes it to be a dead and empty tradition of the past. Either there is no God, or if He exists, He doesn't interfere with our lives.

This demographic is not limited to post-Christian regions like Europe or the USA. It is impacting cultures in urban centers of every region of the world, including the Middle East, Asia, and Africa. The secular humanistic worldview and lifestyle is prevalent even among those who identify as a particular religious group (i.e. Muslim, Hindu, Christian, etc.).

The Global Youth Culture presents a unique challenge to the Church worldwide because of the large cultural gap that exists between the Church and secularized society. In fact, the gap is often so pronounced that for the Church to reach the Global Youth Culture, it must adopt cross-cultural principles similar to those used by missionaries engaging with unreached tribes in a foreign land.



Bridging the Gap: Steiger City Teams

Steiger's mission is to bridge the gap between the Church and the Global Youth Culture by establishing long-term teams in cities around the world.

A Steiger City Team is a dynamic, missionary team specialized in reaching the Global Youth Culture of a key urban center through creative evangelism, relevant discipleship, and local church partnership. Because it both unifies and mobilizes the Church, a Steiger team is a small, yet powerful catalytic force that can impact an entire city.

What a Steiger City Team does:

- Develops a “seeking God” culture (through prayer, Bible study, worship, and bold faith)
- Establishes a regular, relational presence in the secular scene of its city
- Engages in weekly, creative evangelism
- Creates spaces that foster discipleship (community houses, open houses, weekly informal Bible studies)
- Hosts an annual, large-scale, evangelistic endeavor (online campaign, evangelistic concert, interactive art exhibit, mission trip, etc.)
- Offers at least one annual mission training event (Steiger seminar, Compact School, or conference)

- Establishes a network of church and ministry partnerships throughout the city
- Invests continually in new leaders to plant new city teams

Statement of Faith

Steiger believes the Bible is the only infallible, authoritative Word of God.

Steiger believes in the deity and humanity of Christ, in His virgin birth, in His sinless life, in His miracles, in His vicarious and atoning death through His shed blood, in His bodily resurrection, in His ascension to the right hand of the Father, and in His present rule as Head of the Church and in His personal return in power and glory.

Steiger believes that for the salvation of lost and sinful human beings, regeneration by the Holy Spirit is absolutely essential.

Steiger believes in the present ministry of the Holy Spirit, by whose indwelling the Christian is enabled to live a godly life.

Steiger believes in the resurrection of both the saved and the lost, they that are saved unto the resurrection of life and they that are lost unto the resurrection of damnation.

Steiger believes that there is one God, eternally existent in three persons: Father, Son and Holy Spirit.

Steiger believes in the spiritual unity of believers in our Lord Jesus Christ, with equality across racial, gender and class differences.

