

### OVERVIEW

The Vision Trip Marketing Specialist is a strategic and creative role responsible for generating significant interest and engagement in our vision trips to build a consistent pipeline of potential missionaries. The Specialist works directly with the Support Hub to develop and execute all promotional outreach, including website content, social media campaigns, e-newsletters, and compelling print materials. This position is crucial for leveraging marketing efforts to effectively connect with prospective participants and guide them toward a life-changing step in missions. It is full time and support raising or self-funding is required. The role is based out of Bangkok, Thailand but working fully remote is also an option.

### KEY RESPONSIBILITIES

- **Marketing Strategy and Planning:** Develop and execute a comprehensive annual marketing strategy focused on lead generation and conversion, ensuring all promotional efforts align with the mobilization goals of the Vision Trip Coordinator.
- **Content Creation and Production:** Lead the creation of compelling promotional content for all channels, including drafting social media posts, designing e-newsletter campaigns, writing website articles, and coordinating the production of attractive print materials.
- **Support Hub Coordination:** Serve as the primary liaison with the Support Hub to ensure all marketing assets (e.g., website updates, video production, graphic design) are delivered efficiently and on schedule.
- **Digital Platform Management:** Oversee and maintain the accuracy of all Vision Trip information on the organization's website, ensuring dates, opportunities, prices, and registration links are current and easily accessible.
- **Lead Generation and Nurturing:** Implement and manage strategies to capture and nurture leads from initial engagement through to application submission, utilizing digital tools and targeted outreach campaigns.
- **Performance Tracking and Analysis:** Track and analyze key marketing metrics (e.g., website traffic, social media engagement, email open rates, and lead-to-application conversion rates) to evaluate campaign effectiveness and inform future strategy.

### REQUIRED QUALIFICATIONS

- Must personally embrace [GFM's purpose](#), vision, [values](#), and [statement of faith](#)
- Must identify as a maturing believer in Jesus Christ with a high view of Scripture (2 Tim 3:16-17; Col 3:16-17)
- Must demonstrate humility, teachability, and an ability to work well with others (Eph 4:15)
- Must display advanced interpersonal relational skills and be dedicated to peacemaking (Heb 10:24-25)
- Must function well both independently and in a team environment (1 Cor 12:25-26)
- Must be able use or learn internal communications and technology systems (Email, Google Drive, Slack, Salesforce, etc.)
- Must be ready to experience significant missions training and discipleship through GFM's Missionary Training School (in person sessions or online)

### RECOMMENDED

## JOB DESCRIPTION for Vision Trip Marketing Specialist



- A College Degree is preferred but not required; informal training/experience in administration, communications, team building, human resource management, organization, leadership, and/or ministry will be considered

### NEXT STEPS

To find out more about Global Frontier Missions, please visit [our website!](#)

To apply to this position or to find out about other positions, please email [ThomasLee@gogfm.org](mailto:ThomasLee@gogfm.org).

To consider further options, please [Contact Us](#) or [View Other Opportunities](#).

Since GFM's mission is to make Jesus known, all staff must be committed to and able to implement that mission.