



Cru Missionary Order Job Description Template

Job Title: [Region] General Strategist

Business Title: [Region] General Strategist

Job Code: JFGNST - JF Gen. Strategist (Regional)

Ministry & Team: Jesus Film Project / JFP Products and Services

Reports to: Associate Director - Strategy

Location: Onsite (Orlando), hybrid, remote

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Role Description:

The [Region] General Strategist is a full-time role that guides the Core Team in creating, prioritizing, and implementing regional strategies aligned with Jesus Film Project goals and strategic anchors. This individual works closely with the Regional Strategy Leader (RSL) to create strategies through a comprehensive understanding of the region's evolving missional gaps and the JFP offerings with the highest potential for gospel impact, while also researching spiritual climates and evaluating the effectiveness of strategies and partnerships. They are responsible for coordinating interdependent thinking among JFP departments and regional partners, fostering collaboration with field leaders, and monitoring project implementation, partner prioritization and promoting high-level strategic partnerships.

Our Mission

Our mission is to win, build, and send Christ centered multiplying disciples who launch spiritual movements.

Cru Missionary Expectations

As a Missionary Staff Member of the Cru religious order, the individual performing this role holds a position of spiritual leadership and is expected to seek to live a life that is holy and that follows Jesus' teachings and example of love and humility, considering the interests of others ahead of their own. They are expected to carry out this role in a manner that seeks, individually and with others, the guidance of the Holy Spirit through prayer. Practically this entails:

- Actively and intentionally growing in his or her Christian faith.
- Exhibiting Christian character through attitude and conduct with others in the workplace and in daily life as outlined in the 'Missionary Staff Rights and Responsibilities' section of the employee handbook.
- Expressing a dependence on the Holy Spirit in the performance of his or her duties.
- Take, diligently keep, and annually affirm the Cru Religious Order Vows.



- Practicing, teaching, and equipping others to practice evangelism, discipleship, dependence on the Holy Spirit, confession of sin, and worship and praise, contributing to the fulfillment of the Great Commission.
- Engaging in Bible study, prayer, training and development, most frequently with your team, but as Cru requires as well.

Job Duties:

Strategic Leadership & Planning

- Coordinates the creation and ongoing evaluation of high-level regional tactics (TOPP), ensuring alignment with organizational vision and goals under the guidance of the Regional Strategy Leader
- Converts JFP global strategies into contextualized, region-specific approaches to reach the least reached.
- Coordinates with other regional strategists to advance global and cross-regional initiatives

Research & Evaluation

- Tracks regional trends, missional gaps, and changing levels of spiritual interest to inform strategy.
- Evaluates the effectiveness of departmental tactics, partner engagement, and implementation outcomes.

Cross-Cultural & Organizational Insight

- Demonstrates deep cross-cultural intelligence; learns from and adapts to regional and national cultures.
- Understands and represents the full scope of JFP systems, strategies, and departmental roles.

Collaboration & Communication

- Serves as a connector between field leaders and Partner Specialists, and between Core Teams and departmental reps to foster interdependence.
- Communicates strategically across departments and with external partners, building trust and alignment.

Empowerment & Influence

- Advocates for field needs while bringing the best of departmental resources to the region, sharing leadership and empowering others for broader impact.



Financial Stewardship:

- Cru Religious Missionary Order Staff are expected to maintain a positive balance in their staff account, properly administer financial resources, and communicate consistently with his/her ministry partnership team.

Other Functions:

- Adhere to all JFP Security policies, such as Crisis Management, Travel Management, Confidentiality, etc. as applicable to your role.
- Work towards the completion of IBS requirements, if applicable.
- Performs other work-related duties and special projects as assigned.
- Fully engage in the staff development cycle with a direct supervisor.

Supervisory Responsibilities:

Coordinate the following supervisory responsibilities with one direct report (Logistics Coordinator) in accordance with the ministry's policies and applicable laws, including interviewing, hiring and training; planning, assigning and directing work; appraising performance, including full engagement in the Staff Development Cycle; rewarding and disciplining employees; addressing complaints and resolving problems.

Knowledge of:

- Correct English usage, grammar, spelling, punctuation and vocabulary
- Oral and written communication skills
- Cross/inter cultural best practices
- Ministry organization, operation, policies and objectives
- Interpersonal skills using tact, patience and courtesy
- Principles and practices of administration, supervision and training
- Management and supervisory principles
- Basic personal computer operation, including word processing, spreadsheets, and database management

Skills & Abilities Preferred:

- Experience with Asana, GoogleSuite, and Salesforce
- Ability to develop, adapt, and evaluate high-level strategies across diverse contexts
- Deep cultural sensitivity and humility
- Ability to contextualize strategies to different national and regional realities
- Skill in navigating complex intercultural dynamics and building trust across cultures
- Communicate effectively both orally and in writing.
- Ability to coordinate across multiple teams and manage ongoing initiatives
- Strong organizational and follow-through skills
- Comfort with ambiguity and iterative planning
- Flexible and resilient in navigating ambiguity or shifting priorities
- Committed to shared leadership and empowering others
- Encourages collaboration and strengthens team capacity
- Supervise and evaluate personnel.
- Learn, apply and explain policies, procedures, rules, and regulations.



- Analyze situations accurately and determine an effective course of action.
- Plan and organize work.
- Work confidentially with discretion.
- Make formal presentations to a variety of groups
- Use a personal computer with basic software and other normal office equipment.
- Maintain accurate records and files.
- Travel within the United States [*and/or internationally*] 3 -5 times per year

Certifications, Licenses, and Registrations:

N/A

Education & Work Experience Preferred:

- Bachelor's Degree
- Demonstrated strategic thinking/planning experience strongly desired
- Experience aligning regional efforts with global JFP vision while honoring local autonomy
- Cross-cultural experience is strongly desired, but not required
- Experience working directly with RSL, Core Team, and Department heads is preferred, but not required

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS/ABILITIES

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel; and talk and/or hear. The employee frequently is required to walk and sit. The employee is occasionally required to stand and reach with hands and arms. The employee must occasionally lift and/or move up to 10- 50 pounds. Specific vision abilities required by this job include close vision.