

Updated 06/24/2025



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Cru Missionary Order Job Description

Job Title: Sightline-Global Regional Rep

Business Title: Sightline-Regional Rep

Job Code: MINRP-Ministry Representative

Ministry & Team: Sightline/Mission Expansion

Reports to: Sightline-Director International Partnerships

Location: Onsite in Plano, TX or Orlando, FL (hybrid schedule available) or remote in Region Served

Created By: Vivian Bailey 05/13/2025

Approved By: Vivian Bailey 05/13/2025

Role Description:

As a Regional Rep, you will help play a crucial role in transforming the lives of tens of thousands around the world. Your primary focus will be on building and nurturing partnerships with Cru, with publishers, with church leaders, and with ministry leaders in your assigned region. By collaborating with these stakeholders, you will equip and empower Cru ministries and the church globally by providing resources which will expand its reach and serve the body of Christ. Your efforts will contribute to the creation and distribution of dynamic ministry tools in diverse formats and languages, resonating with audiences and fostering transformative moments.

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.



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- 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:

Partnership Building

- Establish and maintain relationships with key stakeholders, including Cru, publishers, church and ministry leaders, and international staff.
- Develop and maintain a network of publishers and ministry partners to provide Sightline resources and serve collaboratively.
- Assist Cru Global Leaders as a trusted international Sightline representative, identifying ways to serve them and other partners (missions organizations, churches, publishers, etc.) with resources.
- Travel to consultation meetings, staff conferences, media conventions, and book fairs in your assigned region to initiate and sustain partner relationships.
- After each trip, submit a written report to the Director outlining contacts, discussion points, action steps, and proposed timelines for follow-up.

Resource Development

- Collaborate with partners to develop and distribute dynamic ministry tools that meet the needs of diverse audiences in your region.
- Track completed and in-progress Sightline resources across all languages in your assigned region.
- Oversee publishing projects to completion in major languages, as needed and requested.
- Ensure translations are accurate and culturally appropriate, communicating the original message in the local heart language.
- Evaluate and prioritize resource development needs in partnership with Cru Global, National, and Strategy Leaders.

Community Engagement

- Engage with local churches and ministries to assess and support their resource needs with relevant Sightline tools.
- Support Cru staff in your region with resource information, and gather stories of how God is using Sightline materials locally.



Project Management

- Conduct special projects as assigned by the Executive VP of Global Strategies and Partnerships.
- Develop and manage annual budgets for travel, administrative needs, and requested resources, submitting updates as needed.
- Coordinate with Operations to initiate contracts and licensing agreements with translators and publishers, and ensure acquisition of digital files.
- Submit timely reimbursements with receipts through Cru's Ministry Card site.
- Contribute to cross-functional teams according to your strengths and expertise.

Training and Support

- Provide training and support for partners and church leaders on effectively using ministry tools.
- Pursue ongoing leadership development through coaching, feedback, and stretch assignments.

Outreach and Promotion

- Promote resources through multiple channels to extend reach and impact.
- Support regional Materials/Content Coordinators, especially when Sightline speakers are present.

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:

- Demonstrate and model personal spiritual discipline and assist in development of an environment on the team where individual team members grow in their own Christian walks.
- Personal development - engage in the Staff Development process including creating and implementing a Personal Development Plan (PDP) targeting areas of growth.
- Perform related duties or special projects as assigned
- Attend the Ministry's bi-monthly staff meetings, weekly team meetings, weekly prayer times, biennial retreat and Cru semi-annual days of prayer

Supervisory Responsibilities: None



Knowledge of:

- Microsoft Excel – Intermediate proficiency
- Microsoft Word – Intermediate proficiency
- Microsoft PowerPoint –Intermediate proficiency
- Asana – Intermediate proficiency (or willing to learn)
- Salesforce – Intermediate proficiency (or willing to learn)
- G-Mail –Advanced proficiency
- iDevices: iPhone, iPad, and related apps
- Modern office practices, procedures, and equipment
- Supervisory techniques and practices
- Research techniques
- Project management skills and techniques
- Preferred - Fluent in English and main language of assigned area

Skills & Abilities Preferred:

- Exhibit time management skills in multi-tasking and prioritizing in a fast-paced environment.
- Exhibit high levels of integrity, confidentiality, and discretion.
- Pay close attention to details and follow through at an advanced level.
- Be teachable.
- Function in a professional manner
- Demonstrate advanced organizational skills.
- Preferred - Communicate effectively orally and in writing at an advanced level in English and main language of assigned area
- Be respectful of the work environment.
- Strong interpersonal and people skills.
- Work independently and collaboratively in a team environment.

Certifications, Licenses, and Registrations: None

Education & Work Experience Required:

- Undergraduate college degree or equivalent
- At least 3-5 years of leadership experience
- Marketing and communications experience preferred
- Proven experience in partnership development, community engagement, or related roles.
- Have a passion for empowering the church and serving the body of Christ.
- Wide relational network within Cru, across various divisions, preferred

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.

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While performing the duties of this job, the employee is required to travel internationally 2 or 3 times per year. Travel conditions may expose employees to noise, odor, dust, heat, cold, chemical, and other elements present, to the extent of being disagreeable. The employee may also choose to live in a country central to the assigned region.

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 25 pounds. Specific vision abilities required by this job include close vision.