



## OPPORTUNITY PROFILE

for the position of

## ASSOCIATE EXECUTIVE DIRECTOR FOR MISSION ADVANCEMENT



INTERNATIONAL MINISTRIES  
**COME GROW. CHANGE.**  
[www.internationalministries.org](http://www.internationalministries.org)

Valley Forge, Pennsylvania

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# INTERNATIONAL MINISTRIES

## *RECRUITING SPECIFICATIONS*

### **ASSOCIATE EXECUTIVE DIRECTOR FOR MISSION ADVANCEMENT**

**REPORTS TO:** Executive Director

**OTHERS REPORTING TO THE EXECUTIVE DIRECTOR:** Associate Director for Program; Associate Director for Administration; Administrative Assistant

**SUPERVISES:** Director of Development/Individuals; Director of Development/Churches; Development Associate; Data Entry Specialist; Director of African-American Mission; ABWM Liaison/White Cross/STEP; MPT Coordinator; Director of Communications & Marketing

**COMPENSATION:** Competitive with other nonprofit ministries

**BENEFITS:** Medical/dental insurance for employee with availability for spouse/family with employee contribution; disability insurance; participation in 403(b) retirement program; four weeks annual vacation

**LOCATION:** Valley Forge, Pennsylvania

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**MAJOR CHALLENGES:**

The magnitude of the projected growth in annual revenue is significant and needs to be achieved by International Ministries (IM). In order to achieve this growth, IM must preserve the core of giving and expand its revenues by dramatic growth of individual giving.

Find the right product and themes to tell the IM story. In the past, the organization has primarily relied upon print materials to promote annual donor solicitation. More recent experience has shown that multi media and in person promotion is even more effective. Without increasing the dollars spent on promotion the challenge is to determine the best use of dollars to support a broader and more effective product mix.

**MAJOR TASKS:**

1. First become familiar with the organization's structure, programs, and variety of constituencies. Learn the organization's policies, processes, and methods of operations. Develop an understanding of the strengths and challenges of the organization and its mission. Quickly establish credibility and build excellent working relationships with the executive team and leadership within the denomination.
2. Assist the Executive Director in the overall planning and management of the organization. Set goals for various income streams. Evaluate and adjust strategies to attain the goals. Establish benchmarks of progress and monitor results.
3. Create an annual budget in support of an operating plan with all staff activity and outcomes linked to it. Provide executive oversight to budget administration activities.

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4. Develop operational plans for the advancement, fundraising, marketing and communication to achieve the strategic goals established by the Executive Director and IM Board of Directors.
5. Provide direction to all donor programs throughout the organization that generate revenue for operation. Supervise the Development Team to identify major congregational, individual, foundation and corporate donors and participate in moves management approach to maintain and increase support for the organization.
6. Provide leadership in staffing decisions including organizational structure, determination of staffing levels, measuring staff performance, coaching and mentoring professional development, and succession planning. Recruit, train and terminate staff as deemed appropriate. Ensure accountability and professional development.
7. Personally work with a list of 50 top congregations, individuals, foundations and corporate donors and participate in moves management approach to maintain and increase support for the organization.
8. Assure donor IT systems are accurate, timely and enhance the donor relationship. Oversee donor tracking and that analysis of data is maintained for reports, research and management of programs.
9. Supervise the overall marketing and branding efforts, with guidance on products and initiatives seeing that they are consistent and in alignment with the mission objectives. Manage the creative and message content of collateral, including social media, assuring that it will be effective in the promotion of the programs.

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10. Maintain highly effective communications programs with the overall constituency. Engage critical audiences with focused efforts directed to leadership teams, congregations and partner groups. Work with the Director of Communications on educational materials and programs with the various constituencies.
11. Develop a system for reviewing, researching, evaluating and recommending new opportunities that represent the best direction of ministries in realizing its overall goals.
12. Participate in IM Director Council (senior leadership) meetings contributing input, objective consideration and decision-making toward operating issues and strategic planning. Keep management apprised of trends and contemporary practices, threats and opportunities that may impact the organization.

**CANDIDATE PROFILE:**

*Education*

A Bachelor degree is required, preferably in business, marketing, or communication. A Master's degree in marketing or business administration is most desired. Professional training courses in marketing, communication and donor development work are expected.

*Experience*

Requirements for the position include at least 10 years of marketing, donor development, and communications management, with at least 5 years at a senior management level. Experience in a role of influencing the comprehensive marketing and revenue generation in the advancement of a Christian organization is essential. The candidate must be seasoned in design and execution of strategic advancement in a complex environment with multiple offerings and multiple channels. It is expected the successful individual will have interfaced with a broad senior management team and made significant presentations at the board levels. He/She must have a demonstrated track

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record in fundraising of \$6 million or more in major gifts and conducting special campaigns. Development experience in a faith-based nonprofit environment, including proven understanding of congregational realities/perspectives, is necessary. Prior work directing social media and online programs is expected. Knowledge of database and donor management programs is required. The Associate Executive Director for Mission Advancement must have experience in managing a budget, P&L, and supervision of a team greater than 10 people working in multiple units. Experience working in a forward thinking, rapidly changing and growing environment compliments this position's work.

*Personal Characteristics*

The chosen individual will have a passion for IM's mission and an ability to translate that passion into personal and organizational achievement of fundraising goals. Strong communications skills are vital, including written, visual and verbal. He/She will be skilled in relationship building, team building and staff management. Cross-cultural experience and understanding of mission work is essential. The candidate will possess the ability to value and effectively work with diversity in and among groups of churches, leaders, volunteers, and donors. The sought after executive will be a highly motivated, flexible and results-oriented individual, able to work independently with little supervision, a positive attitude, good initiative and mature judgment. A demonstrated ability to organize work, set priorities, meets deadlines and work under the pressure of time constraints is required. Demonstrated strong faith in Jesus Christ as Savior through leadership in ministry activities must be evident.

The successful candidate will be a proven executive leader and performer in a results based, outcome oriented organization where measurement and accountability are standard business practices. He/She will take a non-traditional approach to faith-based, nonprofit advancement strategy. This executive must have the availability to travel annually up to 35% of the time.

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**THE ORGANIZATION:**

American Baptist International Ministries (IM) is a ministry begun by American Baptists in 1814. It is incorporated as the American Baptist Foreign Mission Society and predates the American Baptist denomination (ABC/USA) that was formed almost a century later. A separately incorporated ministry of American Baptists, IM works collaboratively with the denomination.

American Baptist Churches USA (ABC/USA) is a mainline Protestant denomination with over 1.3 million members and 5,500 congregations in the US and Puerto Rico. The denomination is the most racially inclusive Protestant body in the US today. American Baptists promote holistic change within society, as witnessed by their advocacy of freed African Americans following the Civil War, the Civil Rights Movement, women in church and societal leadership, ecological responsibility, and many other issues. While not all of one mind as to how to deal with challenges, American Baptists do affirm the need to follow Christ's example by being actively involved in changing society.

The oldest Baptist mission agency in North America, International Ministries has grown and evolved over nearly two centuries of ministry. American Baptist worldwide mission work is a response to Christ's call to "make disciples of all nations." Through the efforts of missionaries in partnership with others, ministries of evangelism, healing, education and development have made Christ's love known in the US and around the world in carrying out its mission, *"To glorify God in all the earth by crossing cultural boundaries to help people come to faith in Jesus, grow in their relationship with God and change their worlds through the power of the Spirit."* From its humble beginnings with two missionaries in Burma, IM today embraces more than 1,400 volunteers, short-term and long-term missionaries from the US and Puerto Rico, 487 missionary partnership team members, and 224 partner organizations in 77 countries. The organization's focus spans evangelism, theological education, human trafficking, health, economic development, education, peace and refuge, and disaster relief. The organization had operating revenues of over \$14 million in FY2011.

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*Location*

Located in Montgomery County in suburban Philadelphia, Valley Forge is best known as the site of the military camp of the American Continental Army over the winter of 1777-1778 during the American Revolutionary War.

Montgomery County (Montco) is a suburb of Philadelphia, and consequently, many of its residents work in the city. However, Montco is also a major employment center with large business parks in Blue Bell, Lansdale, Fort Washington, Horsham and King of Prussia, which attract thousands of workers from all over the region. The strong job base and taxes generated by those jobs have resulted in Montgomery County receiving the highest credit rating of 'AAA' from Standard & Poor's, one of fewer than 30 counties in the United States with such a rating. It has been recognized by Forbes as the 9<sup>th</sup> Best Place to Raise a Family.

A short distance to the east, Center City Philadelphia offers attractions as varied as regional and national theater, the Pennsylvania Ballet, the Philadelphia Orchestra, the Kimmel Center for the Performing Arts, competitive teams in every major league sport, numerous colleges and universities, and a host of local, ethnic, and nationally ranked restaurants.

Philadelphia also features the Philadelphia Art Museum, the recently relocated Barnes Foundation, and the Franklin Institute, among 26 museums within the city alone; the 8,700 acre Fairmount Park; the Morris Arboretum; and historic sites, including Independence Hall, the new National Constitution Center, the Liberty Bell, and the Philadelphia Zoo—the nation's first. New York City and Baltimore are easy day trips; the Pocono Mountains and New Jersey, Delaware, and Maryland beaches offer weekend alternatives. Nearby historical sites include Valley Forge National Park, the battleground at Gettysburg, and other reminders of the area's long history.

For more information, visit IM's website at [www.internationalministries.org](http://www.internationalministries.org).



**Interested applicants should contact:**

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