



# Opportunity Profile

PRESIDENT  
TRANS WORLD RADIO CANADA

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NELSON/KRAFT  
AND ASSOCIATES

# EXECUTIVE SUMMARY

Trans World Radio (TWR) Canada is seeking a relational and strategic executive leader with a background and passion for global missions to join their team as President.

At TWR Canada, we are dedicated to communicating the Gospel to the world through innovative media tools, strategic missionary placements, and collaborative partnerships with other like-minded ministries. TWR Canada's goal is to spread the Gospel, and through evangelism and discipleship, in partnership with the local church, lead people to Jesus.

Reporting directly to the TWR Canada Board of Directors, the President will provide spiritual leadership, strategic direction, and operational oversight to ensure the effective implementation of ministry initiatives.

TWR Canada is an organization with longevity, incredible reach, and opportunities for ministry. If you are a leader capable of energizing and imparting vision about the importance and impact of TWR Canada's ministry, and you are passionate about the organization's mission, we would love to hear from you.



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# OUR STORY



Founded in 1973, TWR Canada partners with international organizations, local churches, and ministries to spread hope and share the Gospel with individuals and communities worldwide. We work globally in more than 70 countries and in over 50 languages. With our broader global partnerships, TWR transmits culturally-relevant Biblical content in over 200 languages with a reach of over 3 billion people each day.

With a dedicated team of staff, missionaries, and volunteers, we utilize various media platforms to leave a lasting spiritual footprint in regions across the globe; assisting the local church to share the message of salvation among the nations. We focus on using the best media for the people we are seeking to reach. In some areas, this means we use radio, while in other areas the internet or smartphone apps better serve the audience. In other more remote places, we can load content onto micro SD cards and use portable media players to get the Gospel into the hands of those who so desperately need to hear it.

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## OUR MISSION

To reach the world for Christ using mass media so that lasting fruit is produced.

## OUR VISION

The purpose of TWR Canada is to assist the Church to fulfill the command of Jesus Christ to make disciples of all peoples, and to do so by using and making available mass media to:

- proclaim the Gospel of salvation to as many people as possible;
- instruct believers in Biblical doctrine and daily Christ-like living; and
- model our message through our corporate and cooperative relationships.

## OUR VALUES

- God's Word ([2 Tim. 3:16](#))
- Prayer & Faith ([Jer. 33:3](#))
- Integrity ([Psalm 41:12](#))
- Church ([Col. 1:24](#))
- Excellence ([Phil. 4:8](#))
- Accountability ([2 Cor. 8:21](#))
- Partnerships ([Rom. 12:4-5](#))
- Respect ([Rom. 12:10](#))
- Servant Attitude ([Eph. 6:7](#))
- Innovation ([Psalm 96:3](#))

# KEY RESPONSIBILITIES

## Visionary Leadership

- Craft a compelling vision for TWR Canada in alignment with the strategic plan, mission statement, and core values.
- Provide spiritual guidance and direction to staff, fostering a culture of excellence, collaboration, and innovation.
- Act as the primary spokesperson and fundraiser for the organization, effectively communicating the vision to donors, partners, and stakeholders.
- Able to identify and evaluate opportunities and threats, and take decisive action to advance the ministry.



## Strategic Planning & Implementation

- Develop and evaluate the strategic plan in collaboration with the board, ensuring alignment with ministry objectives and budgetary considerations.
- Implement operational policies and management controls to ensure integrity, compliance, and organizational effectiveness.
- Foster strong partnerships with like-minded ministries to enhance the impact and reach of ministry initiatives.





### Ministry Oversight

- Ensure the successful execution of TWR Canada's ministry initiatives, monitoring progress and evaluating outcomes.
- Maintain regular communication with ministry leaders and partners, providing support and guidance as needed.
- Represent TWR Canada to TWR International leadership and other relevant stakeholders.



### Financial Management

- Develop and manage a comprehensive financial plan to support TWR Canada's strategic goals and operational needs.
- Oversee budgetary allocations, financial statements, and payments to ensure fiscal responsibility and stability.
- Cultivate relationships with donors and partners to enhance financial support for ministry initiatives.



## Human Resource Leadership

- Lead the recruitment, development, and management of staff and missionaries to support TWR Canada's mission.
- Ensure compliance with organizational policies, codes of conduct, and doctrinal statements.
- Provide ongoing support and guidance to staff, fostering a culture of professional growth and spiritual development.



## Board Interface

- Communicate effectively with the board, providing regular updates on ministry activities, challenges, and opportunities.
- Collaborate with the board to develop and implement strategic initiatives, ensuring alignment with organizational goals.
- Serve as a resource and advisor to the board on matters related to ministry strategy, governance, and leadership.



# QUALIFICATIONS

## Character/Spiritual

- Demonstrate a deep commitment to Jesus Christ and a Christ-like attitude in all interactions. Maintain a consistent prayer life and upholds the ministry in prayer.
- Exhibit behaviors consistent with TWR Canada's mission statement, doctrinal position, and core values.
- Active member of an evangelical church community.

## Knowledge/Experience

- Bachelor's degree or equivalent experience, required; advanced degree, preferred.
- Must have at least 15 years of progressive leadership experience, and a minimum of 5 years of senior management experience, preferably in a nonprofit or mission-focused organization.
- Demonstrated experience in strategic planning, cross-cultural work, and team leadership.
- Media background and international experience are assets.

## Skills & Abilities

- Strong leadership and management skills, with the ability to inspire and motivate teams towards a common vision.
- Proficiency in strategic planning, project management, financial management, and nonprofit communications.
- Excellent interpersonal and communication skills, with the ability to effectively engage with diverse stakeholders.
- Willingness to travel domestically and internationally as needed to support ministry initiatives.

# OUR SEARCH TEAM



[jeff@nelsonandkraft.com](mailto:jeff@nelsonandkraft.com)  
647.409.2922

## **JEFF PITCHFORD** LEADING THE SEARCH

Jeff is an accomplished Senior Executive, with over 25 years of leadership experience across the chemical manufacturing and food processing industries. He wears many hats including Business Consultant, Executive Coach, Board Member, Forum Chair and Birkman Certified Professional. Jeff specializes in leadership development and team-based business success. He is passionate about developing leaders and building high performance teams.



[matt@nelsonandkraft.com](mailto:matt@nelsonandkraft.com)  
613.355.1412

## **MATT ROBBERSTAD** SUPPORTING THE SEARCH

Matt is an accomplished Talent Acquisition Manager with a strong background in the non-profit sector. With over a decade of leadership experience in recruitment and retention, he has a proven record of success. Matt has effectively managed end-to-end recruitment processes for a wide range of positions at Christian Horizons, a major faith-based developmental service organization in Canada. His extensive expertise in recruitment and selection enables him to identify the ideal candidates for various organizational roles.

# ESTIMATED SEARCH TIMELINE

While every search is dynamic and time frames are hard to predict, the following is an overview of the expected timeline and details for this search:

**Location:** London, ON

**Application Deadline:** July 31, 2024

**Short List Interviews:** August 2024

**Start Date:** TBD

## HOW TO APPLY

**Apply online at [nelsonandkraft.com/jobs](https://nelsonandkraft.com/jobs) with your cover letter and resume. You must be eligible to work in Canada.**

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