



Opportunity Profile

HEAD OF CHURCH ENGAGEMENT
WORLD VISION CANADA

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

World Vision Canada (WVC) is looking for a relational and growth oriented executive leader with a passion for partnering with churches to join their team as Head of Church Engagement.

As Head of Church Engagement, you are responsible for the development and execution of the Regional Church Engagement strategy in support of the Marketing strategy. You will create and manage a plan for engagement with churches across Canada which will be executed by the team. You will also manage a consultative relationship model to open new doors to churches and denominations on a regional level with a goal of developing relationships, understanding their interests and needs, and building mutually beneficial partnerships with Canadian churches and Christian organizations with financial and non-financial goals.

If you are a seasoned church leader and strategy executor with values that align with the convictions and goals of World Vision Canada, we would love to hear from you!





WHO WE ARE

World Vision Canada is a global relief, development, and advocacy organization. Our focus is helping the world's most vulnerable girls and boys overcome poverty and experience fullness of life.

WHAT WE DO

Grounded in more than 70 years of experience and expertise, World Vision works alongside communities, supporters, partners, and governments to change the way the world works for children, focusing on three specific areas: emergency relief, transformational development, and promotion of justice.

WHY WE DO IT

We are inspired and motivated by our Christian faith. We believe in upholding, restoring, and honouring the dignity and value of every human being, and we work alongside the most vulnerable as a demonstration of God's love.

World Vision serves all people—without distinction of any kind, such as race, colour, sex, language, religion, political opinion, national or social origin, property, birth, sexual orientation, gender identity, or other status.



OUR HISTORY

For more than 70 years, World Vision has been committed to protecting and caring for children and those in need. From our founder Bob Pierce giving the last \$5 in his pocket to help care for an abandoned Chinese girl in 1947, to then-CEO Stan Mooneyham purchasing a large ship in 1979 to rescue refugee families stranded at sea in Vietnam, World Vision has gone where others would not. Even in the places where it is hardest to be a child, God is there—and we should be there too. So, our mission continues.

Foundation of World Vision: 1950s

Bob Pierce founded World Vision three years after he came face to face with an abandoned child and chose not to look away. Determined the last \$5 in his pocket wasn't enough, he knew more people had to be involved for a long-term solution and broader impact. Initially based in the state of Oregon, the organization focused on missions service for emergencies in East Asia.

Our global impact today

Today World Vision has become the largest Christian international non-governmental organization working in nearly 100 countries worldwide. In 2022 alone, World Vision supported around 30 million people through 59 global emergency responses, provided 10.3 million people with food, and helped 3 million people to gain access to clean water. Through Child Sponsorship, 3.2 million vulnerable children were given a second chance in life.

KEY RESPONSIBILITIES

- Research and create an overarching plan for church engagement that is aligned to the overall WVC Marketing strategy with church communities across Canada using a consultative/relational approach that will result in an increased number of engaged/highly engaged churches to ultimately lead to increased revenues and brand awareness.
- Using moves management strategies, coach Regional and Multicultural Church Advisors to build strategic relationships for key congregations in each region.
- Identify requirements for new advocacy/public engagement resources, events, fundraising, marketing initiatives, products, and campaigns in collaboration with appropriate WVC stakeholders.
- In partnership with Brand & Creative Solutions, the National Church Ambassador, and Events, create a plan for the development of marketing and educational resources, workshops, symposiums, forums, etc.
- Working with Campaign Management, integrate national and city campaigns into outreach.





- Collaborate with the Customer Experience and National Church Ambassador for customer acquisition and retention strategies applicable to church communities.
- Manage strategic operational planning, budgetary control, and staffing to optimize staff performance.
- Support and guide regional church advisors in fulfilling revenue goals.

KEY CROSS-FUNCTIONAL INTERFACES



- National Church Ambassador: Ensure alignment with strategies/plans and clear delineation from financial and non-financial asks.
- Integrated Marketing Strategy team: Collaborate on the church and relational marketing plan, and execute marketing strategy.
- Brand & Creative Solutions, Digital Marketing team: Provide requirements and planning for execution in the creative and digital space.

QUALIFICATIONS

- Deep commitment to WVC's mission with a thorough theological understanding of poverty and injustice.
- Biblical or Pastoral Theology degree.
- Minimum of 5 (10, preferred) years of church ministry leadership experience; denominational leadership experience, an asset.
- Experience building working relationships among senior church leaders from a variety of faith communities.
- Experience developing exceptional teams with proven results.
- Exceptional networking skills.
- Strong understanding of diverse Christian traditions and churches.
- Expertise in working with church leaders in a variety of church environments.
- Understanding and empathy towards the needs and issues of church leaders and the ability to meet those needs.

OUR SEARCH TEAM



mark@nelsonandkraft.com
778.982.4427

MARK KRAFT LEADING THE SEARCH

Mark is a trusted and sought-after executive search leader, with over 20 years of combined experience in the public and private sectors. Bringing a deep level of care and commitment to his clients, Mark has successfully led over 100 executive talent searches across Canada, for roles ranging from CEO to CFO, to COO. With his breadth and depth of experience, Mark has become a respected advisor and go-to expert for non-profit, charity, and faith-based organizations looking to source top executive talent.



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604.614.2665

SHAWN PLUMMER SUPPORTING THE SEARCH

Shawn is a senior executive who, after 22 years in international relief and development, most recently served as President & CEO of Food for the Hungry Canada. His career has led to deep relationships and respect within his broad network of non-profits and businesses globally and across Canada. With invaluable program and leadership experience, a history of managing large teams, as well serving as a board member himself, Shawn is well equipped to come alongside your organization to ensure you have the right leadership team in place to drive your future success.



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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. Additionally, Matt is well-versed in employee relations, engagement, and human resources, making him a valuable consultant. Through a ministry-minded focus, and commitment to responsiveness, he aims to serve his stakeholders with excellence as an Associate.



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ALEXA KROEKER
SUPPORTING THE SEARCH

With extensive experience in executive and board assistance, Alexa combines her recruitment expertise with a keen understanding of organizational needs to build high-performing teams. She's adept at crafting compelling job descriptions and leveraging targeted advertising strategies to attract the best candidates for your organization. From the initial kickoff meeting, Alexa listens attentively to understand the nuances of your ideal candidate, ensuring a tailored and effective recruitment approach. Committed to excellence, Alexa is your go-to partner for successful talent acquisition, driving your organization towards greater success.

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: Ontario (GTA, preferred)

Application Deadline: open until a suitable candidate is found

Start Date: TBD

Salary Range: \$100,000 - \$115,000

HOW TO APPLY

Apply online at nelsonandkraft.com/jobs with your cover letter and resume. You must be eligible to work in Canada.

Nelson/Kraft & Associates Inc. is an executive consulting firm that specializes in working with not-for-profits and for-profit businesses across Canada, assisting them in the placement of senior executives and directors.

Nelson/Kraft & Associates Inc. welcomes and encourages all interested applicants to apply for this position and is committed to the principles of diversity and inclusion in its hiring practices, and will only make distinctions among interested applicants in accordance with the applicable Human Rights legislation.

Nelson/Kraft & Associates Inc. also welcomes and encourages applications from candidates with disabilities. Accommodations are available on request for candidates taking part in the selection process. If you require disability-related accommodation during the recruitment process, please contact us.