



# Opportunity Profile

DIRECTOR OF STRATEGIC INITIATIVES  
POWER TO CHANGE

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NELSON/KRAFT  
AND ASSOCIATES

# EXECUTIVE SUMMARY

Power to Change (P2C) is seeking a Director of Strategic Initiatives who is passionate about and dedicated to accelerating evangelism in Canada and throughout the world. Reporting to the President, this dynamic leader will drive strategic organizational priorities and manage the process from concept through execution - accomplishing the vision of the Hub of Evangelism.

Collaborative and entrepreneurial in your approach, as the Director of Strategic Initiatives, you bring your proven track record with strong project management and leadership skills to Power to Change who is in an exciting phase of innovation and growth.

You are a strategist, implementer and results-oriented leader. You want to help advance new and relevant strategies and develop partnerships for greater Kingdom impact. If this describes you, we would love to connect with you!





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# WHO WE ARE

Our work began in 1967 as Campus Crusade for Christ on university campuses across Canada. Today, we have grown into a family made up of 10 ministries and 1 humanitarian partner. We reach diplomats, athletes, families, vulnerable populations and more with the life-changing news of Jesus.

We are dedicated to showing Jesus' love to people across Canada and around the world, proclaiming His name and introducing people to His forgiveness and grace. And we are seeing lives change every day.

In 2022, more than 37,000 people decided to follow Christ through Power to Change's ministries.

Power to Change's ministries include:

- Athletes in Action
- Christian Embassy
- Connecting Streams
- DRIME
- FamilyLife
- LeaderImpact
- P2C – Students
- The JESUS Film Church Planting Strategy
- Digital Strategies



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## OUR MISSION

To help people know Jesus and experience His power to change the world.

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# THE HUB OF EVANGELISM

The Hub of Evangelism is a space (physical and virtual) where a new generation of disciples, churches and ministries come to learn, collaborate, be resourced and develop new strategies for accelerating evangelism in a changing cultural context.

This includes three critical components of what the Hub does:

## **Curates the best resources, ideas and stories**

- Online hub of tools and training
- Digital sharing of the best tips, stories and ideas
- Coaching from peers and leading practitioners

## **Catalyzes collaboration, experimentation and new strategies**

- Evangelism incubators and innovation labs
- Venture accelerator programs
- Local, regional and nationally coordinated initiatives

## **Connects a new generation to a lifetime of mission**

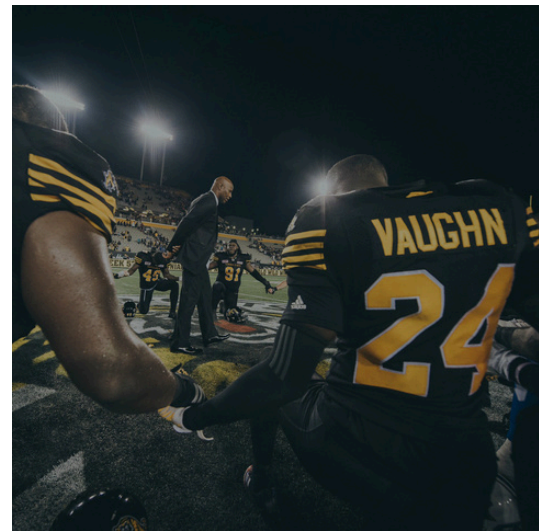
- A platform for helping Christians live mission in community
- Digital and physical forums for connecting, equipping and engaging

The essence of the Hub has been part of P2C's DNA from the beginning - winning, building and sending. In this next season we believe we can become more collectively organized to serve the entire body of Christ across Canada, and to ignite new strategies and ventures well beyond P2C.

# KEY RESPONSIBILITIES

**With management oversight of the Hub of Evangelism, you will be responsible for achieving the following objectives and goals:**

- Achieve the vision of the Hub of Evangelism from concept through market delivery.
- Develop and manage strategic plans, staffing and budgets.
- Work collaboratively with organizational leaders; fostering alignment across P2C.
- Lead the execution of priorities and projects.
- Cultivate partnership and sponsorship relationships.
- Oversee the Next Ventures initiative (accelerating new evangelistic initiatives across Canada).
- Organize plans for P2C's National Pastor and Partner Network, as well as related evangelism learning communities across Canada.



# ABOUT YOU

- You are able to annually sign off on Power to Change's Statement of Faith and Code of Conduct.
- You have experience working with senior leadership and developing and presenting strategy, reports and direction to leaders and all stakeholders.
- You have a proven track record with strong project management and leadership skills.
- You have an entrepreneurial approach and are an implementer in practice.
- You have experience working with complex projects.
- You are a self starter and a strategic thinker.
- You are willing to work flexible hours as some evenings, weekends and travel may be required.
- Experience with Salesforce, an asset.

# KEY QUALITIES

- You are a trustworthy leader with a servant's heart.
- You make things happen, initiate new strategies and partner in the implementation of those initiatives.
- You are intuitive, have strong EQ and are an innovative problem solver.

# QUALIFICATIONS

- 10+ years of project management experience, including seeing a project through from concept to completion, required.
- Ministry field experience, an asset.
- Experience leading staff and teams, required.
- A Bachelor's degree in a field related to this role, an asset.
- A proven commitment to professional development.

# FUNDING

This position includes Ministry Partner Development (MPD). MPD is building a partnership team which provides financial and prayer support for the ministry. The financial support will cover the costs of the employee's salary and ministry expenses. Power to Change is committed to providing training and coaching to ensure success in MPD.



# OUR SEARCH TEAM



[shawn@nelsonandkraft.com](mailto:shawn@nelsonandkraft.com)  
604.614.2665

## **SHAWN PLUMMER** LEADING 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.



[mark@nelsonandkraft.com](mailto:mark@nelsonandkraft.com)  
778.982.4427

## **MARK KRAFT** SUPPORTING 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.

# 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:** Abbotsford, BC

**Application Deadline:** open until a suitable candidate is found

**Start Date:** TBD

**Salary Range:** \$85,000 - \$95,000

## 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.**

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.