

Ideal Candidate Profile

Director of Content & Product



C12HQ Overview

Founded in 1992, C12 operates Business Forums around the globe for Christian CEOs, Key Players, and business leaders. Structured as a franchisor, we support more than 135 full-time Chairs who operate hundreds of Forums representing 3,000+ dues-paying members. Our HQ team provides systems, tools, curriculum, group formats, marketing, training, accountability, and execution support for the Chairs and members.

C12 members participate in monthly meetings with peers for leadership development, accountability, wise counsel, and best practices to lead Businesses as a Ministry (BaaM). The content we provide equips them to achieve measurable results in the five core areas of business: organizational development, operations, financial management, revenue generation, and ministry, all anchored around a Christ-honoring cultural paradigm (mission/vision/values).

For more information, visit www.c12forums.com.

Our Mission

We exist to equip Christian CEOs and owners to build great businesses for a greater purpose.

Our Vision

To change the world by advancing the gospel in the marketplace.

Our Values

Our mission compels us to do all things in a replicating way where we are fostering disciple-making disciples of Jesus in the marketplace. Our core values shape how we behave and go about fulfilling our mission and the accountability parameters around innovation and execution.

Results Matter: God measures results, and so should we.

Gratitude: We embrace our calling in light of God's grace with thanksgiving.

Pressing On: We operate with a zeal for God's best in all things, never settling, coasting, or quitting.

Camaraderie: We joyfully serve as a cadre, embracing God's call to unity in Christ.

Humility: We desire God's best and are always open to learning and correction.

Bema Mindset: We operate as stewards with eternal accountability in everything.

Additionally, within C12HQ, we embody the pursuit of **Buffalo Culture**, which undergirds C12's core values and mission. You can read more about the "culture code" at www.BuffaloCulture.com.

Our People Strategy

We are in the people business! While we can never reach a perfect organizational model, we can strive towards it in our daily efforts and mission. With that vision comes a focus on key initiatives, listed here with the indicators of success.

Shared Direction: A collective understanding of what the organization stands for, where it is going, and how we will get there. Indicators: a clear, inspiring vision, well-executed strategies, and aligned goals.

Authentic Values: Deeply held principles guiding all decisions and relationships and reflected in the conduct of everyone at all times. Indicators: high levels of trust and communications, uncompromising integrity and ethics, socially responsible practices.

Productive Relationships: Open, collaborative relationships that recognize and honor the commitments that people make to themselves, each other, their work, and the organization. Indicators: respect for all individuals, effective problem solving and decision-making, transparent accountability, effective teamwork at all levels.

Liberating Processes: Flexible structures, processes, and technologies that allow people to do their best work and collaborate effectively across boundaries. Indicators: clear organizational design, collective knowledge, the right tools and technologies, and the right people performing the right jobs.

Outcome Learning: Results-focused learning that strengthens individual and organizational capacity to cope with the present and define the future. Indicators: continuous teaching and learning, knowledge and skills development, leadership development at all levels.

Motivating Metrics: Fair, meaningful performance requirements that measure, reinforce, and reward high performance and manage poor performance. Indicators: clear and energizing performance requirements, relevant work measures, differentiating rewards.

The Position

We're looking for a qualified professional with expertise in content development, executive production, event and experience design, and product development to join the C12HQ team. The best candidate will know how to provide strategic and creative direction to a team with a set of processes involving instructional design, mission-advancing experiences, content publishing, videography, and product development innovation cycles.

This role will be responsible for managing the content and product team, which includes in-house and third-party partners. This team is responsible for producing monthly learning curriculum for Business Forums, video case studies, seminar products, experiential learning tools, and special publication projects. The ideal candidate will be proficient in executive audiences, general business management, and faith/work integration principles with a passion for leadership development.

Product development consists of experiential products (e.g., Forum protocol and instructional design instruments), seminars, delivery models, digital communities, and publishing products (e.g., trade books). The director will collaborate with sales, marketing, e-commerce, and operational peers on integrated execution plans, working closely with our field operations team on innovation sequences and field testing of meeting experiences and interactive product frameworks.

This position will serve on a cross-functional leadership team in a highly matrixed context. In addition to strong verbal and written communication abilities, the candidate must possess excellent collaboration skills and an ability to shift and adapt priorities to a mission-driven strategic plan.

Success will depend on the ability to coordinate multiple ongoing production schedules within budget allocations, think creatively and critically, produce deliverables on time with excellence, and speak insightfully and confidently into process and product improvement.

On a biennial basis, C12 hosts a global marketplace leaders conference ("CURRENT"), for which the programming and strategic direction is also the responsibility of this role.

The director will own the ethos and brand identity of the Buffalo Culture motif while coordinating with marketing and e-commerce on brand interfacing with consumer advocacy marketing initiatives and merchandising.

The position is based in San Antonio, TX, with hybrid work environment options and remote work possibilities considered based on skill set. Travel is anticipated at <10%.

Job Requirements and/or Preferences

- Experience with content production, development, and instructional design
- Project management and product development expertise, including product lifecycle, change management, and effective stakeholder engagement for enterprise deployments
- Competency in leading high-performance teams
- Architecting publication schedules and coordinating multiple production timelines with cross-functional dependencies

- Education: MBA, significant business education, adult learning/instructional design, or 10+ years of management experience
- Event programming or interactive/experiential learning experience
- Creative direction and story-arc crafting capabilities for content, video production, and experiential products (an “executive producer” type role in multi-media creative projects)
- Change management and leading product development life cycles
- Leadership development skills and familiarity with executive education
- Personnel leadership and budgetary planning/accountability experience
- Familiarity with the faith/work integration, vocational discipleship, and missional business arena of ideas and praxis

Key Intangible Characteristics of the Ideal Candidate

Called: A passion for our mission and a sense that this role and company are a strong fit for the gifts, talents, passions, and experiences with which God has entrusted this person. Must be mission-motivated with a resolve to overcome obstacles, anchored in a sense of purpose in this work.

Servant Leadership: Nobody is above any task, and we are all here to serve others. Every customer—internal or external—needs help, and the most powerful way to lead will be to serve.

Learning and Adaptive: As a small business with a big mission scaling rapidly, new systems, technology, and situational adaptability are typical and expected. This person must have an appetite for learning and skill improvement.

Grit, Determination, & Resourcefulness: Not everything will have a pre-planned solution. This person will have to be resourceful in figuring things out, resist feeling overwhelmed, and be willing to roll up their sleeves to make things happen. This person will have to have an open mind and good resolve, whether it’s looping in other people, finding tools online, or seeking best practices.

Organizational Skills: We serve a God of order and creativity but live in a world of chaos and confusion. This person gets to help bring the Kingdom of God to the office by being a constant organizational force. It will require a capacity for seeing patterns, discerning better processes, and prioritizing and systemizing for improved outcomes.

Chemistry Fit: We have a unique and fun culture—we laugh, tease in love, press in, work hard, and jump in to figure things out. Fitting into the team chemistry is essential, particularly on a lean team!

High Character: We operate with a high trust culture. Personal values must fuel our work. Integrity, honesty, compassion, reconciliation, and diligence are all things this person must possess to flourish.

Energy & Enthusiasm: This person must bring joy and passion for work to the job. Encouraging and spurring on others on the mission while being self-motivated and positive is essential.

Multitasking: This is not a steady-state or static environment. Workflow will cycle, and interruptions are normal, so this person must be able to juggle and adjust on the fly.

Project Management: While multitasking, this person must be able to keep an eye on deadlines and critical dependencies, working to preserve them or source support proactively.