

# Ideal Candidate Profile

## Content Developer



### C12HQ Overview

C12 is the largest peer-learning organization for Christian CEOs, business owners, and executives, and a leader in the marketplace ministry movement. Founded in 1992, C12 operates Business Forums around the globe. Structured as a franchisor, we support more than 230 full-time Chairs who operate hundreds of Forums representing 4,500+ 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).

Located in over 160 major metro areas across the United States, Brazil, Malaysia, Singapore, Taiwan, Ukraine, and South Africa, C12 has a vision to scale to every major metro area in the US and across 6 continents globally. The scaling of the C12 mission requires incredibly talented and committed team members bringing a full “5C” (character, competency, calling, contribution, and chemistry) readiness to be part of this endeavor.

For more information, visit [www.c12forums.com](http://www.c12forums.com).

### Our Mission

We 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 replicate our efforts, fostering disciples of Jesus in the marketplace. Our core values guide our behavior and inform how we fulfill our mission, as well as the accountability parameters surrounding 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](http://www.BuffaloCulture.com).

## The Position

Do you have a passion for purposeful content creation, growth-driven training, and professional copywriting with impressive attention to detail? We are seeking a Content Developer to support a growing movement of faith-centered business leaders. This person will support ongoing content projects that impact hundreds of thousands of people every month. The ideal candidate will bring high proficiency in writing and adult learning, an aptitude to manage simultaneous creative projects in various formats, and the ability to coordinate projects alongside a team of creative peers and contractors.

As a key contributor to the product team, we are looking for a qualified candidate with an understanding of business fundamentals, leadership principles, and biblical doctrine. This team is responsible for researching, writing, and developing C12's monthly curriculum, which includes a devotional, business segment, and ministry segment. Building on the curriculum work, this person will develop content (e.g., articles, e-books, tools) that enhances C12's thought leadership profile within the broader faith-at-work community.

Additionally, this person will get to be a part of C12's biennial CURRENT conference providing content support to the product team.

The position is based at C12HQ in San Antonio, TX, with a hybrid work environment, though C12 will consider a remote situation for the right candidate. Travel is anticipated at <5%.

## Job Requirements and/or Preferences

### Curriculum Development, Research, Writing, Video Sourcing (70%)

- Conduct research (books, articles, Scripture, podcasts, SMEs, etc.) and write initial drafts of the curriculum, primarily focusing on devotional and ministry segments. Continue to refine drafts following stakeholder input to develop a final product that is relevant, concise, clear, actionable, accurate, engaging, compelling, and free of errors
- Communicate with professionalism to represent C12 while collaborating with subject matter experts (SMEs), C12 Chairs and members, graphic designers, copy editors, video and audio contractors, freelance writers, and other team members
- Research and synthesize ideas from multiple sources for curriculum development
- Develop the ancillary curriculum materials, including slide decks, executive summaries, partner resources, and facilitation training
- Proficient in grammar, writing, proofreading, and editing for accuracy and clarity
- Understand and apply adult learning principles and techniques
- Experience or education in business (i.e., revenue generation, operations, organizational development, and financial management); exposure to leadership theory and concepts a plus
- Writing with an understanding of Christian ministry, doctrine, and biblical studies
- Interview members and Chairs to source monthly case study content
- Experience or education in instructional design and adult learning

### Product Development (15%)

- Develop and update C12 products as envisioned by the C12 executive team to build brand awareness and a thought leadership position for C12, including but not limited to published trade books, e-books, white papers, podcasts, articles, tools, workbooks, slide decks, webinars, workshops, and seminars

- Support the production of the biennial CURRENT conference, including the development of speaker content and printed materials
- Collaborate with strategic partners and third-party publications to co-develop content that serves mutual audiences

### **Content Development: Case-Study Videos (10%)**

- Perform initial discovery interviews for story-based videos and instructional videos to support curriculum goals
- Develop the creative direction for videos and coordinate a shoot with a videographer(s)
- Collaborate on post-production editing and video captions
- Manage the production schedule to ensure timely delivery

### **Project Coordination (5%)**

- Technologically competent in managing web-based project management platforms and digital file uploads

### **Position Requirements:**

The ideal candidate will bring an aptitude for writing and content development, as well as the ability to work on simultaneous projects alongside a team of creative peers, contractors, and vendors. They would also possess:

- A bachelor's degree in business, organizational development, education, biblical studies, or a related field of study.
- 3+ years of professional experience in curriculum development and/or content creation
- Demonstrated ability to research, understand, and identify learning needs for an executive audience
- Ability to collaborate cross-functionally with C12's marketing, operations, and field teams
- Familiarity with ideas of faith/work integration, vocational discipleship, and missional business and associated praxis

### **Preferred Qualifications:**

- Advanced degree(s) in business, organizational development, education, or biblical studies preferred
- A background in organizational development, leadership development theory, and executive business experience is preferred
- Driven by results, grit, resourcefulness, and an entrepreneurial spirit
- An understanding of Christian ministry, doctrine, and biblical studies is preferred
- Experience in instructional design and adult learning preferred
- Proofreading abilities are a plus

### **What C12 offers employees**

At C12HQ, we believe our people are our greatest asset. Our mission hinges on how we take care of one another and work effectively within the business together. We offer all employees a comprehensive total rewards program that goes beyond a paycheck, which includes:

- Competitive compensation
- Health Plan with Health Savings Account (HSA)
- Group Life and AD&D coverage
- Disability Insurance

- 401(k) retirement plan and match
- Responsible Personal Time Off (RPTO), maternity/foster/adoption time off
- Discretionary Profit Sharing incentive plan for all employees
- Fitness Subsidy
- Personal and professional development resources
- Tuition Discount
- Chaplain Support
- Charitable Contribution match