

Ideal Candidate Profile

Director of Market Development / Recruiting



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 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, and ministry, all anchored around a Christ-honoring cultural paradigm (mission/vision/values).

Currently operating in 38 US states, over 130 US metropolitan areas as well as markets in SE Asia, South Africa, Ukraine and Brazil, C12 has a 2025 vision plan to increase membership to over 5,000, Chair community to over 250 while adding 25 new US markets and multiple non-US market launches. The scaling of the C12 mission towards the near and long term vision 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.

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.

The Position

We're looking for an experienced professional to join the Global Field Operations leadership team as a Director of Market Development / Recruiting. This position will report directly to the Vice President of Global Field Operations and be a member of the C12HQ Leadership Team, cross-functionally.

The ideal candidate will have prior experience in developing and leading growth strategies, sales strategy, market development initiatives, executive recruiting, and team development. Success will be dependent on the ability to lead the direction, process, and overall goals for recruiting, discerning, and selecting new C12 Chairs. There's a successful team and trend with a big vision for the future - how will we grow our sourcing strategies, systems, processes, team, and approaches to scale capacity and effectiveness?

C12 supports situationally-accommodating working arrangements, with flexible work scenarios. However, this is an in-office role at C12 headquarters in San Antonio, given that the candidate will also serve on the cross-functional leadership team of the organization.

Responsibilities:

- Lead a high performance team of recruitment and market development professionals to thrive culturally while achieving near and long term plans to fulfill the vision
- Work with management to set annual and multi-year targets for Chair growth and craft the sourcing strategies and execution plans to achieve those
- Assess the effectiveness of processes, pipelines and people and make adjustments ongoing to scale excellence and outcomes
- Determine what ATS solution/strategy should be employed, driving pipeline intelligence, trends feedback
- Crafting sourcing strategies to scale capacity to future vision and setting near term budgets to support that strategy
- Development of team for acumen, professional skills and effectiveness
- Balancing long-term farming practices for Chair candidates in the future and hunting for near term targets/needs
- Developing referral programs and creative partnerships for targeted sourcing
- Contracting, market/territory arrangements with franchising
- Partner with existing Chairs to develop strategies to grow their market via talent development and team expansion
- Work with third parties as necessary to augment talent and fulfill the mission, particularly in areas of Chair recruitment
- Ensure recruiting and vetting is consistent with core values and culture code of C12, with commitment to helping candidates discern calling in addition to business qualifications
- Provide leadership and accountability to processes for new Chair recruitment and market development.
- Manage process for chair recruiting, selection, and evaluation

- Oversee accurate and transparent new Chair pipeline details within current CRM system
- Lead the new Chair vetting process, and ongoing refinement of the process
- Develop and maintain process SOPs and communicate regular status updates

Preferred Qualifications:

- Experience with market development and sales
- Experience with recruitment processes, career coaching and/or talent development for executive level leaders
- The ability to develop and implement recruiting strategies to source passive candidates
- Executive management experience in leading professional teams, developing people, managing budgets and operating plans and creating a high performance functional group/business unit
- Ability to relate well with executive level candidates and able to conduct phone and video pre screening interviews
- Ability to assess candidate's skills, experiences and compatibility with the minimum requirements of a C12 Chair.
- Exceptional communication, interpersonal, and decision-making skills
- A strong Christian faith and capacity to have spiritual discernment conversations with candidates from a breadth of Christian faith traditions and denominations
- Strong computer and technology skills including CRM familiarity, zoom webinar conferencing, and social media
- Strong time management skills and ability to manage concurrent tasks and multiple campaigns efficiently
- A driven, responsible, execution and process-oriented leader with a strong sense of mission, delighting in scaling teams to achieve together

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 that include:

- 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
- Profit Sharing incentive plan for all employees
- Fitness Subsidy
- Personal and professional development resources
- Tuition Discount
- Chaplain Support
- Charitable Contribution match