

Ideal Candidate Profile

Sourcer



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 240 full-time Chairs who operate hundreds of Forums representing 4,600+ 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.

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 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 are seeking a Sourcer responsible for identifying and recruiting Christian business leaders to own and operate franchises with C12. This role requires a proactive, results-oriented person with a passion for executing and implementing innovative sourcing and recruitment strategies.

The ideal candidate will be a strategic thinker, a collaborative team player, and a problem-solver who thrives in a fast-paced environment. The ideal candidate will also have 2+ years of experience successfully implementing sourcing or recruitment initiatives. This position reports directly to the Recruiting Manager.

The position is an on-site role based at C12 Global Headquarters in San Antonio, TX, with an anticipated travel requirement of 10%-20%.

Outcomes and Activities:

- Lead proactive sourcing initiatives to identify and engage Christian business leaders for franchise opportunities.
- Increase effectiveness of candidate pipelines by leveraging Christian networks, faith-based organizations, and professional communities.
- Drive demand for C12 franchise opportunities among qualified Christian entrepreneurs.
- Establish strong relationships with Christian business leaders to build trust and promote the C12 franchise model.
- Collaborate with cross-functional teams to establish refined sourcing strategies and seamless candidate experiences.
- Conduct targeted outreach, screenings, and initial assessments to qualify candidates for franchise ownership.
- Direct the prioritization and creation of sourcing campaigns tailored to Christian business communities.
- Equip C12 Chairs with insights and candidate profiles to support franchisee onboarding and success.
- Establish and track key performance metrics for sourcing activities and candidate conversion rates.
- Manage candidate communications through templated outreach, including sending applications and scheduling discovery calls between prospective Chair candidates and the Recruitment Specialist.
- Coordinate and send reference forms to prospective candidates and ensure timely completion and return.

- Distribute and track financial disclosure documents, following up to confirm accuracy and timely submission by candidates.
- Utilize standard email templates and CRM tools to maintain consistent, professional, and efficient candidate communication.
- Ensure candidate records, correspondence, and document completion status are accurately updated and tracked in the CRM system.
- Complete department projects as assigned.

Position Requirements:

As a Sourcing Partner, you are challenged to leverage your creativity, business acumen, research savvy, persistence and enthusiasm to provide on-demand candidate development. This role will be responsible for developing and executing highly targeted sourcing strategies. Additionally, they would possess:

- Bachelor's degree in business, marketing, human resources, or a related field.
- Demonstrated ability to build and maintain networks within faith-based or Christian business communities.
- Experience leveraging CRM tools and sourcing platforms (e.g., LinkedIn, Indeed) and driving candidate engagement and conversion.
- Proficiency in Google Workspace.
- Establish and maintain external relationships to develop a pipeline for the C12 Chair role.
- Maintain accurate and well-documented pipelines of searches, recruiting activity, contact data, etc.
- Develop passive candidates through networking, cold calling, internet searches, name generation, data mining, industry and community events, and utilizing social media.
- Be a subject matter expert in key areas of sourcing techniques and strategies.
- An innovative mind who's always looking to experiment, optimize processes, and increase efficiency.
- Strong decision-making skills and ability to negotiate, consult, and collaborate with internal stakeholders and business owners to launch new initiatives.

Preferred Qualifications:

- Direct experience in franchise recruitment or business ownership consulting.

- Experience simultaneously managing multiple sourcing campaigns and candidate pipelines.
- Experience working in CRM systems, such as HubSpot, Salesforce, or similar platforms.
- A life-long learner who loves to stay current with cutting-edge strategies, tactics, and methodologies within the disciplines of recruitment, franchise development, and faith-based community engagement.

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