



**VICE PRESIDENT FOR COMMUNICATION
OPPORTUNITY PROFILE**



The In Trust Center for Theological Schools

Our Mission

*To strengthen theological schools by connecting their leaders
to essential resources for mission vitality.*

Our Values

Excellence • Service • Trust

Our Vision

To be a center for change and renewal in theological education
A critical partner and leader in theological education
A major innovative and coordinating organization
A collaborator on transformative initiatives

The In Trust Center for Theological Schools is a member organization serving more than 230 seminaries, theological schools, colleges, and related organizations that help people prepare for Christian ministry and theological and biblical scholarship.

Since its inception, the In Trust Center has shared vital resources with board members, executives, and other leaders of theological schools. Presidents of those schools report that the In Trust Center has become a trusted partner in their work. Trustees tell us that In Trust Magazine is a must-read publication. Deans, other administrators, and faculty say we help them understand the big picture of theological education beyond their own institutions. At the heart of the In Trust Center is collaboration among thousands of leaders who care about the future of the church and society at large.

By “**theological schools**,” we mean institutions of higher learning that prepare students for Christian ministry, as well as for other forms of service in academia, the church, and the world.

By “**leaders**,” we mean board members, administrators, faculty, staff, church executives, donors, consultants, collaborative nonprofit professionals, and anyone who bears responsibility for institutional health.

By “**essential resources**,” we mean information and support that originate both within and outside the field of theological education. Some examples: expert consultants and organizations, peer institutions and their leaders, websites and other online materials, and books and periodicals, including In Trust magazine.

By “**mission vitality**,” we mean the achievement of meaningful institutional goals undergirded by a financial foundation that is both ample for the present and sustainable into the future.



The In Trust Center's Strategic Plan

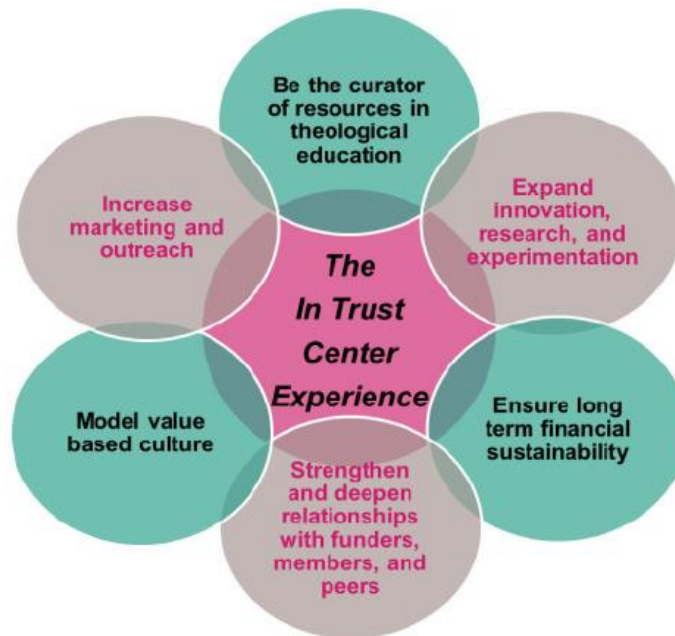
Overarching Strategic Intent

Our strategy ensures that we:

- fulfill our mission, live our values, and drive toward our vision.
- honor promises to our funders.
- achieve our ongoing commitments, address current and future needs of theological schools, and prepare for known and potential threats.
- have defined plans to execute our strategic objectives, monitor for progress and adapt as needed.
- use wise and innovative practices that are representative of a learning community.
- continue to be financially sustainable and fiscally responsible.

Strategic Objectives

Six strategic areas of focus and their defined priorities were established in 2018 to support the core of the In Trust Center Strategic Plan.



The Core of Our Plan: The In Trust Center Experience

The In Trust Center Experience is what we create when engaging with members, peers, funders, and those who connect with us as we seek to fulfill our mission, live our values, and commit to our vision. We strive to create a culture of generosity, inclusivity, and hospitality. We will be:

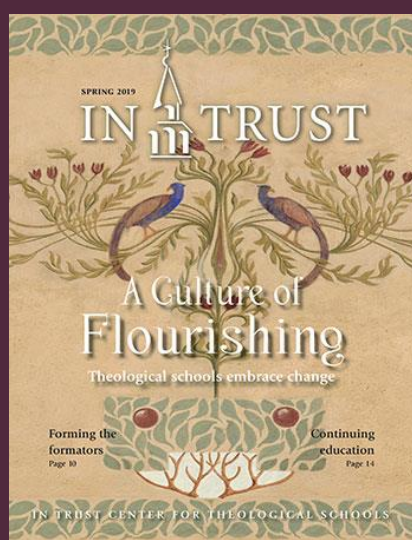
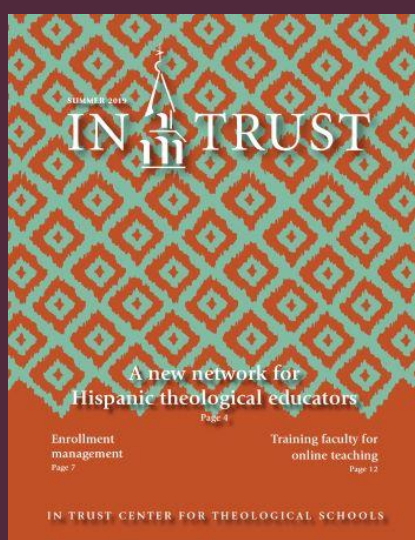
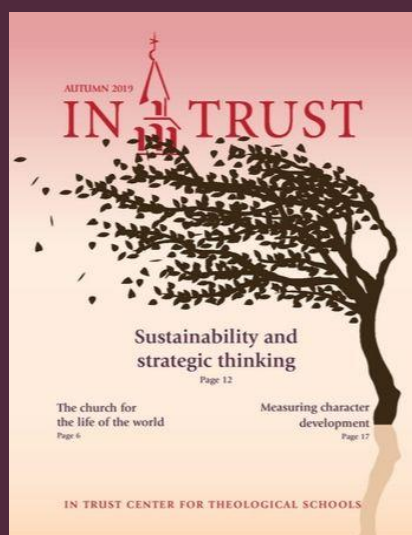
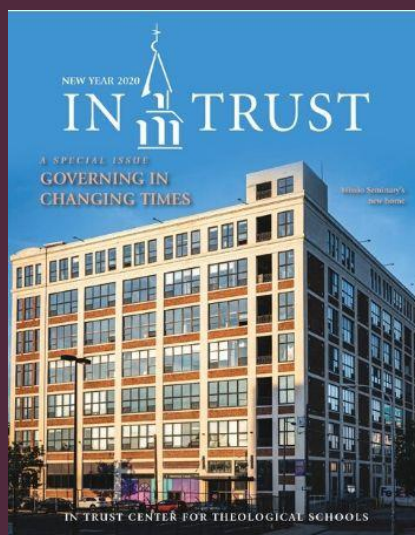
- Responsive
- Thorough
- Knowledgeable
- Collaborative
- Relationship-driven

In Trust Center Programs and Resources

Publications

Through our publications we are committed to sharing news, ideas, and wise practices with more than 8,000 stakeholders in theological education. The In Trust Center has been publishing the award-winning quarterly magazine, *In Trust*, for more than 30 years. It is the industry's only print publication that links the work of board members, administrators, faculty, librarians, church leaders, and others to bigger trends in higher education, business, and religious life. *In Trust* magazine espouses no single theological or denominational viewpoint while exploring trends and issues central to educational governance.

The In Trust Center also publishes a monthly newsletter that connects its members to resources, news, and information and suggestions from the field on current areas of interest or concern. Our website offers access to fresh content via online resources, a blog, initiatives, and provides access to complete issues of *In Trust* magazine.



Resource Consulting

Resource Consulting is based on a well-established learning model of institutional change: sustained and effective organizational learning comes when an institution augments its own assets and creativity with appropriate external resources. Combining internal assets with external resources such as knowledge, tools, and talent, empowers leaders to address challenges and take advantage of opportunities.

As a resourcing organization, we partner with our members and affiliates and walk alongside their leadership as they identify and address issues and challenges and explore opportunities for their school's future. We do this in a unique way through Resource Consulting. By acting as a sounding board and through careful listening, we are able to provide safe conversation space for them to address the needs of their schools. We then connect them to critical resources, that when combined with or complemented by their existing internal assets, can bring about lasting change. Resource Consultants continue to work with leaders as they implement solutions, define and reassess challenges, and discern direction.



We offer leaders the collective knowledge and wisdom we have gained from decades of on-the-ground learning in the field of theological education. Our team of Resource Consultants is highly informed about institutional governance and other issues specific to theological school leadership. They curate resources such as consultants, organizations, websites, articles, webinars, peer conversation partners, and experts in the field, all of which are cataloged in our ever-growing resource database. The team explores trends and issues and cultivates relationships with leaders, both in and outside of theological education, to connect our work to the larger universe of higher education.

Relationships are built and partnerships are formed as Resource Consultants and members discuss, research, learn, and reflect on finding and utilizing the best resources for their unique needs. As theological schools employ various resources, they share their results with the Resource Consultant, who may then (either confidentially or with permission) share them with other institutions facing the same or similar challenges. The result is a true community of learning or what we call a “learning community.”

Learning Communities

The In Trust Center offers the necessary space to build and foster communities of learning and to share new ideas and resources. Since 2011, we have been creating and hosting educational webinars led by experts in the field. We have a full library of archived events on our website. Recent topics include: a biblical perspective on diversity, succession planning, continuing education, building your brand, strategic leadership, writing for the mass media, and leadership and change.

We connect leaders to each other through peer conversations, facilitate conversation space and small group gatherings to foster exploration, experimentation, and innovation. We seek to partner and learn alongside those leaders while sharing our own wisdom from the field.

Through member surveys we engage stakeholders, inviting feedback and hearing directly from board members, presiding officers, administrators, faculty, and staff. The In Trust Center seeks to empower decision makers to transform their institutions within a challenging educational and religious environment.

Initiatives

Several initiatives are a part of our programmatic work – they include Resource Grants, the Wise Stewards Initiative, and the Building Capacity Initiative. Each is fully funded and offers unique opportunities to engage with consultants, peers, and resources.

Resource Grants are matching grants of up to \$10,000 that are intended to help a member school address a particular challenge or capitalize on an opportunity that will support their work and further their school's mission. All In Trust Center member schools may apply for a Resource Grant but must meet specific requirements.

The Wise Stewards Initiative addresses issues our members may be struggling with as they focus on building board and staff capacity for better institutional governance. The curriculum, resources, and format of the three-year project have been designed especially for leadership teams of theological schools by experienced educators, administrators, and consultants; all of whom have first-hand knowledge of graduate theological education. Participating schools receive practical insights, tools, and strategies for inspiring and educating current and future board members. The program content is organized around four areas:

- Creating space for innovation, leading change, and maximizing potential.
- Reimagining governance as a force for change.
- The president/board partnership in institutional renewal.
- Roles and responsibilities of boards of theological schools.

The Building Capacity Initiative (for Sustainability in Black Theological Schools) is focused on coordinating and building community within and among historically Black theological schools. The In Trust Center provides consultant engagement and resources to support each participating school's work. We do this by connecting their leaders to expertise and helping facilitate learning community space. In addition, we coordinate on-site work with leadership teams, boards, administrative teams, and faculty to support the work of the initiative. Those who take part in the initiative — presidents, deans, board chairs, and development officers — participate in annual gatherings to hear from experts, learn from one another, and build and explore future work.



In Trust Center Funding and Financial Viability

The In Trust Center's operating budget for the current fiscal year is \$2.3 million with about 90 percent of its current and projected budgets for the next three to five years supported by generous multi-year grants. Through foundation grants, membership and affiliate fees, and the generosity of individual and organizational donors, we have the financial resources to support our programs and initiatives. Excellent management of this funding helps to ensure our continued sustainability and therefore our mission for several years into the future. The following provides information on the foundations that currently support our work:

[Lilly Endowment Inc.](#) is an Indianapolis-based, private philanthropic foundation created in 1937 by three members of the Lilly family through gifts of stock in their pharmaceutical business Eli Lilly and Company. In keeping with the wishes of the founders, Lilly Endowment exists to support the causes of religion, education and community development. The Endowment affords special emphasis to projects that benefit young people and promote leadership education and financial self-sufficiency in the nonprofit, charitable sector.

The [M.J. Murdock Charitable Trust](#) (the Trust) was created in 1975 to enrich the quality of life in Alaska, Idaho, Montana, Oregon, and Washington. From day one, the Trust's mission has been to serve individuals, families, and communities across the Pacific Northwest by providing grants and enrichment programs to organizations that strengthen the region's educational, social, spiritual and cultural base in creative and sustainable ways. The M.J. Murdock Charitable Trust partners with a wide variety of organizations whose missions contribute to serving the common good.

Work Culture and Philosophy

We are committed to providing the best possible climate for maximum development and goal achievement for all employees. We have a two-fold emphasis:

- To treat each employee as an individual with a vocation/calling. Our desire is for each employee to thrive in his or her calling.
- To develop a spirit of teamwork in which each employee embraces the mission and values of the In Trust Center and works as a team with their colleagues to achieve them.

To maintain an atmosphere where these goals are accomplished, we provide a comfortable and congenial workplace. Most importantly, we encourage open communication and problem resolution in a mutually respectful manner. We take into consideration the individual circumstances of each employee within the larger framework of our common work and mission. We believe that with direct communication, and following our organization's lines of authority, we can resolve most situations that may arise and develop a mutually beneficial relationship.



[CLICK HERE](#) TO VIEW A BRIEF VIDEO OVERVIEW AND [HERE](#) TO VISIT THE IN TRUST CENTER WEBSITE.

Position Summary

The vice president for communication creates, oversees, and executes the communication strategy for the In Trust Center, delivering insights and wise practices in theological education to stakeholders serving seminaries and graduate theological schools in North America. This overarching communication strategy focuses on audience engagement, content delivery, platform development, and collaboration with peers and partners. This role stewards brand management, cultivates external relationships with the organization's constituencies, identifies current challenges and emerging issues and trends facing the industry, while defining and executing strategies to support them.

The vice president for communication serves at the Wilmington, Delaware headquarters as one of the In Trust Center's eight full-time employees. An additional 20–25 independent contractors serve as consultants and writers. The position reports directly to the president.

As a member of the In Trust Center leadership team, the vice president supports all functional areas, collaborates with staff to engage in organizational projects to fulfill the institutional mission, and supports and implements the organization's strategic plan initiatives and objectives.

Currently, this position supervises one direct report – the managing editor. We have a team of approximately 15 freelancers who write for *In Trust* magazine and who report to the managing editor. There is consideration of an additional direct report: a digital communications manager. Our administrative assistant provides support to all staff.



The vice president for communication not only attends all In Trust Center board meetings and hosted events, but also attends conferences and gatherings to both promote our work and connect with members, peers, funders, and others that may inform our work.

A successful candidate will be highly collaborative in work style and relationships, serving as both a leader and team player, open to feedback, idea exchange, and knowledge sharing. This person should also demonstrate existing knowledge and a strong desire to learn about trends and issues surrounding the landscape of theological education and to serve theological education and the church.

Below we summarize the primary responsibilities along with the competencies and requirements of the position, the majority of which, we believe need to be represented in a successful candidate. If you have a sense of calling to consider this role but do not meet all that is listed, we would be interested in discussing your candidacy further.

Primary Responsibilities

- Create the vision for the communication strategy of the In Trust Center, implement innovative approaches to extend our reach beyond print publications and additional methods of engaging with constituents.
- Champion integration of the communication strategy and content within all programs and initiatives.
- Develop standards, systems, and wise practices for content creation, timelines, distribution, and maintenance for all print and online communications, including real-time implementation of content strategies.
- Lead and execute the timely development, editing, production, and publication of *In Trust* magazine, and other print and online publications (newsletter and blog), media and public relations, and marketing.
- Develop and expand advertising strategy.
- Manage, coach, and develop communications team, including all freelance writers and other independent contractors, leading by example and fostering institutional values.
- Steward editorial policies that honor all Christian faith traditions and are sensitive to other religious traditions.
- Manage communication budget.
- Partner with the president to execute grant proposals, institutional reports, presentations, and all other content as needed.
- Contribute and serve as a member of the In Trust Center's Resource Consulting team.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality, honoring systems and processes.

Competencies

- Cultivate respectful and productive relationships with all colleagues and constituents.
- Demonstrated proficiency in understanding and use of database, website and technology to support strategy.
- Champion the importance of client satisfaction and service within the team, while leading by example and encouraging positive relationship-building behavior.
- Work well within collaborative, integrated teams, displaying a proven ability to manage a team, control schedules and budgets, anticipate issues and solve complex problems.
- Exceptional writing and editing skills.
- Decisiveness.
- Extensive experience in managing a publication with a theological and higher education focus.
- Able to work within aggressive timelines and be able to prioritize.
- Proficiency in Microsoft Office Suite, Adobe Creative Suite, website content management software, association management software, knowledge of HTML and project management software preferred.

Requirements for the Position

- Master's degree in journalism, communications, or related field preferred. Relevant undergraduate degree with significant applied communications experience required.

- Ten years' experience in publishing and editing with a proven track record in overseeing organizational communications and publications.
- Published writer with demonstrated experience in storytelling, research, and audience engagement within a variety of print media and online media.
- Excellent oral and written communication skills.
- Familiarity with the changing landscape of higher education
- Demonstrated understanding of theological education and an appreciation for the variety of faith traditions within Christianity in North America.
- Formal education in theology and/or religious history desired.
- Faithful to personal credibility and ethics.
- Commitment to the mission, values, and vision of the In Trust Center for Theological Schools

The Search and Selection Process

Dr. David Gyertson (former president of Taylor University, Asbury College, and Regent University), assisted by Bruce Dingman, president of the Dingman Company, Inc. (an executive search firm which has a successful track record of similar searches) are facilitating the search. This opportunity will be shared with people who might be candidates or who know potential candidates. The search firm will create a list of interested and qualified persons, send out information and, as appropriate, conduct follow-up telephone calls.

Those candidates holding strong promise will be asked to prepare a detailed resumé and respond to a candidate questionnaire. The search consultants will then conduct interviews with the most qualified candidates. Following those interviews, next steps include checking candidates' references, verifying degrees, and completing comprehensive background checks.

In collaboration with the president of the In Trust Center, the list of candidates will be narrowed to approximately four individuals who will be interviewed in late summer of 2020. We plan to make a selection by early September with the desire for the appointed candidate to start work by October 2020. The actual start time may be negotiable depending on individual circumstances. Resumes should be submitted by July 15, 2020.

It is In Trust Center's policy to ensure equal employment opportunity without discrimination or harassment on the basis of race, color, national origin, religion, sex (including pregnancy), sexual orientation, gender identity or expression, age, disability, marital status, citizenship, genetic information, or any other characteristic protected by law. The In Trust Center prohibits any such discrimination or harassment.

The Dingman Company, Inc. www.dingman.com is a retained executive search firm devoted exclusively to serving clients in matters of executive selection. While some of our assignments are in the corporate sector, due to our faith, we primarily serve nonprofit organizations who are followers of Jesus Christ.

We fully respect the need for confidentiality of information supplied by interested parties and assure them that their backgrounds and interests will not be discussed with anyone, including our client, without their prior consent, nor will reference contacts generally be made until mutual interest has been established. Reference checking will require the candidate's permission to contact third parties. The search consultants and the client will be cautious about and sensitive to preserving candidates' anonymity, if necessary.

For further information on this position, to nominate a potential candidate for consideration or to submit a detailed letter of interest summarizing your fit with the role, please contact:

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