



Our Daily Bread
Ministries™

SENIOR VICE PRESIDENT, U.S. OPERATIONS OPPORTUNITY PROFILE



Organizational Overview



In 1938, the ministry started with a radio program called Detroit Bible Class. Since then, their audience has grown from a small group of dedicated radio listeners to millions of people around the world who recognize them by the well-loved devotional *Our Daily Bread*.

[Our Daily Bread Ministries](#) (ODB) is a non-denominational, non-profit organization focused on reaching out to people all around the world with the message of God's love as demonstrated through Christ's life and sacrifice, and in the wisdom found in the scriptures. They have staff and volunteers in over 37 offices working together to create, print and distribute more than 60 million resources in 150 countries. Regardless of whether it's a radio or television broadcast, DVD, podcast, book, mobile app, or website, they provide materials to help people grow in their relationship with God.

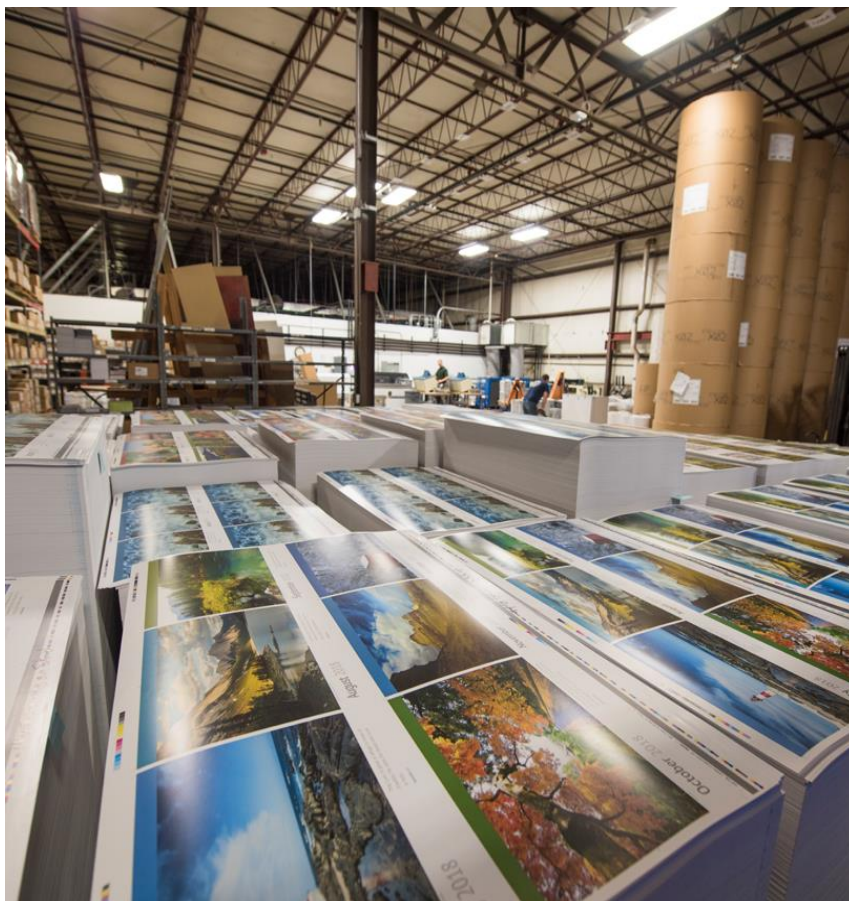
ODB is growing into being a truly global ministry. While much of the organization's leadership, product development and operational support is in Grand Rapids, there is no desire by the board or organization's leadership that ODB is viewed as an American organization but rather a worldwide ministry that embraces all cultures with respect and cooperation.

Mission

Our Daily Bread's mission is to make the life-changing wisdom of the Bible understandable and accessible to all.

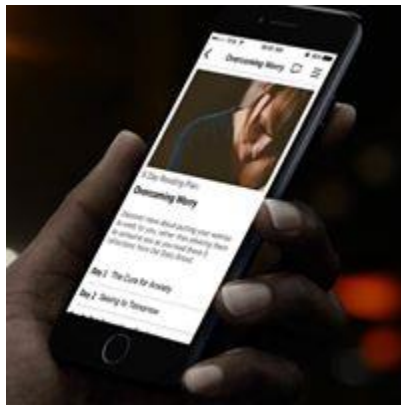
Principles

Our Daily Bread Ministries trust in God above all else and rely on His wisdom and strength to guide the ministry. The Bible is the foundation. ODB recognizes the opportunity they've been given to share His Word, and are committed to being faithful stewards of the resources entrusted to them. [Read More](#)



Print and Digital Products

Historically, Our Daily Bread Ministries has relied on delivering their message through broadcast radio, TV and direct-mail communication channels. But as content consumption around the world shifts towards digital, Our Daily Bread is evolving in how to create, distribute and engage its audiences. The goal is to create global, personalized, digital experiences that encourages engagement with actionable measurements to help make the life-changing wisdom of the Bible understandable and accessible to all. Some of the recent areas of digital growth within the ministry include:



- 10 unique, mobile-responsive, ministry effort sites including ODB.org which has over one million readers per month.
- 30 different mobile-responsive, language sites for the Our Daily Bread devotional (Spanish, Chinese, Portuguese, Malaysian, French, German, Arabic etc.).
- A free Our Daily Bread devotional app available on iTunes and Google Play (Android & iOS) with over three million downloads.
- Over three million email subscribers.
- An Our Daily Bread global Facebook page with almost four million friends of the ministry.
- [Your Daily Bread](#) - A new, user generated site inviting participants to build community and create devotional content, take photos and share prayer requests. Has over 50,000 visitors and more than 1,000 published pieces of content have been submitted by users.



The organization is the midst of implementing a new, global CRM system from Salesforce. This new system will enhance the overall user experience around the world.

[Our Daily Bread](#), [Our Daily Journey](#), and [My Utmost for His Highest](#) Three daily devotionals emailed and in printed.

Audio and Visual Media Products

Our Daily Bread Ministries has a rich history in Audio and Visual Media. From the very beginning, radio has been a significant distribution channel for presenting the wisdom found in the scriptures. ODB was also a pioneer in Christian television by launching the *Day of Discovery* broadcast in 1968. This television ministry continued for over four decades. While acknowledging and valuing its heritage, ODB was not content to rest in the past. With each new decade, they have taken advantage of strategic opportunities afforded by cultural and technological changes to engage people in fresh and exciting ways. It's also had to navigate through challenges that accompanied these changes. Today is no different! There is tremendous opportunity to connect with people through ever-expanding digital distribution channels.





Through the efforts of a talented Visual Media Team, as ODB has transitioned away from a weekly half-hour broadcast over the past three years, it now produces one-minute devotional videos; five to eight-minute stories of transformation; video teaching series; long-form documentaries and Bible land films. The current challenge is to refine and test what it produces and how it markets and distributes those resources to the intended audiences. Monetization of these film resources is also a critical need in this digital distribution age.

The ODB Audio Media Team currently produces three audio/radio programs. How to expand the audiences and engage with listeners beyond just the broadcast continues to be a challenge. There are significant opportunities for increased website and social media engagement, and collaboration and synergy with the publishing and marketing teams.

[Discover the Word](#) Audio a daily (Monday through Friday) 15-minute opportunity for listeners to sit at the table in the “4th Chair” and join the three co-hosts for a more in-depth study of God’s Word.





**Our Daily Bread Films
Resources designed to
strategically connect
with individuals
from defined ages
and spiritual
demographics.**

[Discovery Series](#) 150+ topical studies for spiritual growth.

[Words to Live](#) A half-hour weekly broadcast that allows individuals to tell their stories, illustrating the difference the “Life-Changing Wisdom of The Bible” can make in a life yielded to Christ.

[Our Daily Bread Christian University](#) FREE online classes to better understanding of the Bible and the Christian Faith.

[YMI](#) (*which stands for Why Am I?*) Encourages young adults to dive into deeper conversation about everyday life.

[Stories of God at Work](#) Inspiring videos that communicate life-changing experience found in Christ and through the wisdom of scripture.

[Discovery House Publishers](#) ODB’s publishing arm with \$6 million in revenue. The goal of *Discovery House* is to publish books that feed the soul with the Word of God, fostering growth and godliness in the lives of God's people.

The Opportunity

A great spirit of unity exists throughout the organization, marked by respect and trust between the board, administration, and staff members. With over 300 on staff in Grand Rapids and another 250 staff in offices in 37 other countries, the ODB family members are eager to grow and are excited about fulfilling the mission of the ministry and the compelling purposes of God. A very creative, non-hierarchical management structure is being implemented to oversee its staff and volunteers around the world. The next SVP-U.S. Operations will have an incredible opportunity to oversee content development and marketing/distribution for the U.S. and to partner with the ODB offices / regions around the world in developing the global ministries effectiveness.

This role is based in Grand Rapids and will be responsible for the creation and delivery of the ministry's resources for the U.S. audience. This role could within a year or two be considered for a Chief Operating Officer role and as such would be teamed with the Chief Executive Officer. Perhaps in five years, CEO Rick DeHaan may step out his current role and the COO could be among those considered as a successor.

Candidates having a deep commitment to Christ and His Kingdom work, and strong leadership experience with ten or more years to give will be considered. Travel will be in the 10-20% range, often internationally.



The Position

The SVP-U.S. Operations leads the strategy and sets the tone for the majority of product content development and marketing/distribution channels based on organizational goals. Also, this position will give the leadership/lead the team with the responsibility to promote the mission and values of ODB and to acquire, cultivate and retain supporters to raise revenues to reach the organizational goals.

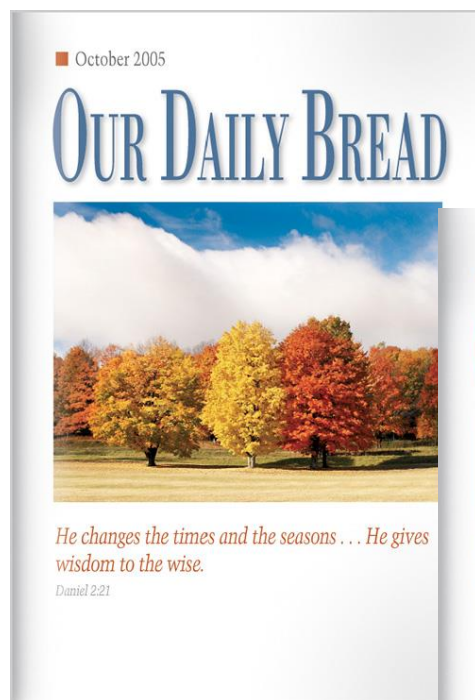
ODB has never wanted to ask for financial support to any significant degree. Almost 80% of the organization's \$60 million in revenue is from supporters who use and appreciate the *Our Daily Bread* devotional. Thus, the organization hasn't done any significant "ask." \$6 million of its revenue is from publishing books. The current supporters (over 550 thousand) are aging and the younger generation does not seem to give in the way their parents and grandparents have. This role will be involved in the strategic plan to increase revenue within the values the ministry is committed to.

The SVP-U.S. Operations is part of the Global Executive Team and reports to the President, Rick DeHaan. Peer positions are the SVPs of Ministry Ops-Europe/Global HR (based in England), SVP-Ministry Operations Asia/Pacific (based in Singapore), SVP-Ministry Operations Ibero-Americas/Caribbean (soon based in Grand Rapids), SVP-Ministry Operations Africa, and SVP-Global Finance (also over U.S. printing operations), SVP of Global Marketing (based in Grand Rapids). Reporting to the SVP-U.S. Operations position are the VP of US Marketing and teams, Audio and Video Media, and U.S. Publishing, (all content development) which includes ODB's publishing ministry, Discovery House.

Responsibilities

- Oversees the leadership who directs the Publishing (ODB Publishing and sales publishing entity, Discovery House), and Audio/Video Media to develop and produce ministry content resources that are relevant, effective and impactful.
- Oversees US Marketing leadership and teams and assures that the organization's marketing strategies are defined and implemented— collaborating with organizational leadership.
- Responsible for overseeing and assuring that all US targeted web, App, Social media, E-mail, and digital delivery strategies to achieve maximum distribution and engagement.
- Responsible for the work of the ministry and utilization of ministry resources within the U.S. territory. Assemble necessary resources for approved ministry programs and initiatives including sourcing capital, facilities and the cooperation of corporate executives.
- Develop the annual US Operations budget (ODB U.S. and Discovery House U.S.) based on corporate policy, process and agreements in collaboration with direct reports, the CFO, SVP's and the CEO.
- Assure that the financial management, stewardship and human resources are consistent with corporate policies, goals and objectives.
- Assures the optimization of user experience and overall audience engagement with any and all content resources delivered through all mediums to the US Market.

- Investigates and explores opportunities for communicating ministry teachings and secures (through the global network of the ministry) the maximum administrative and operational support needed to act on these opportunities at minimum cost.
- Oversee U.S. ministry partnerships, helping to reach more people and/or achieve specialized ministry initiatives.
- Evaluate strategy results and provide periodic reports to the CEO.
- Establish workflows and cross-functional teams to ensure integration of the organization's content, marketing and fundraising strategies in all areas (website, email marketing, mobile, and social content).
- Staff the U.S. ministry with competent personnel. Interviewing, hiring, orienting and training employees; planning, assigning, and directing work; mentoring and appraising performance within the corporate policy, the guiding principles and ministry ethos.
- Assures that effective strategies for staff development and an organizational culture that is user experience oriented, effectively networked and creative and timely in responding to user needs and product development opportunities. Breaking down silos and striving for cross-functional team cohesiveness is a high priority goal.



Professional and Personal Qualifications

God's Calling

- The SVP-U.S. Operations must give evidence of a personal calling to this position, as evidenced by personal involvement directly or indirectly in evangelism and/or discipleship.
- A passion for the mission.
- Active in a local expression of the body of Christ.

Personal Character

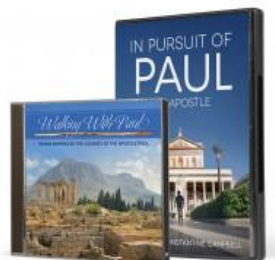
- Evidence of a genuine, personal relationship with Jesus, and a heart set on fire by the love of God.
- Has unquestionable integrity and an interpersonal style that easily engenders trust.
- Meets the biblical and spiritual qualities for leadership and being an elder.
- Practices the basic disciplines of prayer, Bible study, giving, and good works; be tuned to God through the inner working of the Holy Spirit; and be well-equipped to serve as a spiritual leader.
- Has excellent interpersonal skills and the ability to interact diplomatically with diverse supporters and groups.

Professional Qualifications

- Has exceptionally effective EQ, including self-awareness of what one is feeling, thinking and doing, and the ability to sense the same in others and modify his or her approach to develop a cooperative/energized spirit.
- Ability to develop a strong team within departments and across departmental lines. Has a leadership style that gets results through influence rather than authority.
- Values developing buy-in by all who should be involved, even over communicates rather than the reverse, yet with the leadership and strength of convictions to make the right decision even if not everyone agrees.
- Has a pastoral side, personally cares for people. Practices "management by walking around" to connect with people (there are 300 people in the Grand Rapids location).
- Values the heritage or legacy of the organization and the long service and devotion of the staff.
- A Bachelor's degree or higher in a field relevant would be expected. There should be in-depth theological knowledge whether through formal education or personal Bible study.
- Has a proven effective leadership experience (supervising supervisors), and worked with a board. Experience that combines business world and ministry leadership would be ideal, but with the right leadership style and understanding of how a ministry should best function is sufficient.
- Has a keen cross-cultural awareness, along with an understanding of current movements within world missions.
- Truly values each person and people readily sense that.

- Appreciates the diversity of believers' theological viewpoints yet stays focused on salvation and spiritual growth.
- Possesses the spiritual gift of leadership, has demonstrated the ability to work with a leadership team and staff members to grow an organization and has had significant experience in an executive leadership position in a complex organization.
- Has a deep understanding of digital communications including social media and search engine optimization. Whether this person has had responsibility for or has been personally involved in the world of digital communications this needs to be an area of strength to give input for the strategic direction of this ministry.
- Experience in the non-profit marketing and fundraising or philanthropic sectors could be helpful but is not required. ODB believes in letting supporters know the needs in a gentle way and trusting the Lord with an astuteness for effective communications rather than being aggressive.
- Ability as a highly effective communicator to reach various types of audiences through various media with an emphasis on both written and oral communication.
- Demonstrated ability to execute multiple projects in a fast-paced, dynamic, collaborative, networked, results-oriented environment.
- It would be an asset if this person is good at copywriting and editing but is not a requirement.
- Proven project management skills, including ability to report on project status to key stakeholders throughout the process; ability to adhere to budget and deadlines by effectively managing available resources.
- Strong presentation skills and credible gravitas.
- Ability to keep deadlines and meet milestones. Must be ready to provide status and action items.
- Ability to multi-task and continually re-prioritize.
- Strong customer, user-experience focus.
- Can-do, positive attitude and team orientation.
- Able to succinctly communicate ideas.
- Strong attention to detail yet easily delegates when appropriate.
- A winsome and visionary person who will lead a team which inspires and helps to mobilize a younger generation of readers/viewers.

It is not expected that anyone will be strong in all areas.



Search and Selection Process

Bruce Dingman will conduct the search on behalf of the Dingman Company, Inc. an executive search firm which has a successful track record of similar searches www.dingman.com. This opportunity will be shared with many people who might be potential candidates or who might know potential candidates. The search firm will establish a list of interested and qualified persons and then conduct follow-up telephone calls.

Those candidates holding strong promise will prepare a detailed resume and respond to a Candidate Questionnaire. The search consultant will then conduct personal interviews of the strongest, most appropriate candidates and the candidate's spouse will be invited to join in that interview. The next step will include checking candidate's references, verifying degrees, and completing a background check.

In collaboration with Our Daily Bread, the list of candidates will be narrowed to approximately four individuals who will then be interviewed comprehensively by a team of a couple board members, the CEO and a couple members of the executive leadership team. Interviews will hopefully take place in February.

The Dingman Company, Inc. is a retained executive search firm devoted exclusively to serving our clients in matters of executive selection. While many of our assignments are in the corporate sector, due to our faith, we also serve many non-profit organizations who are followers of Jesus Christ.

Our client is committed to a process that represents equal opportunity employment and does not discriminate in any way based on gender, race, age, color, national origin, veteran status, medical condition, or physical or mental disability. However, for searches on behalf of religious organizations, candidates will be evaluated based on that organization's theological beliefs and religious practices.

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 access third parties. The search consultant and the search committee will be cautious and sensitive as needed in trying to preserve any candidate's anonymity.

For further information on this position, please contact:

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WHAT OUR DAILY BREAD BELIEVES

We believe the Old and New Testament Scriptures are inspired by God, without error in the original manuscripts, fulfilled in Christ, and the revelation of our creation, fall, redemption, and restoration.

We believe in one God in three persons: Father, Son, and Holy Spirit.

We believe Jesus Christ is fully God and fully man, the only begotten Son of God, and the perfect revelation of the Father.

We believe in Jesus' virgin birth, sinless life, sacrificial death, bodily resurrection, ascension to the Father, and triumphant return.

We believe that, as a result of the fall, we are in need of salvation from sin and eternal death. God graciously provided this salvation through Jesus, who alone reconciles all who repent of their sin and put their faith in Him.

We believe it is by the Holy Spirit that we are convicted of sin and led, through repentance and new birth, into the family of God to live and grow in Christlikeness, in trust in God, and in love for others.

We believe in one church, expressed through local bodies of God's family, made up of all who are in Christ, and who together are commissioned to make Christ-followers of all nations.

We believe in the return of our Lord to bring the fullness of His kingdom, to judge the living and the dead, and to restore the peace and joy of His creation.
