

## **Opportunity Profile**

### **Vice President, Strategic Engagement**

### **Wesleyan Covenant Association**

#### **OVERVIEW**

##### **Creation of the Wesleyan Covenant Association**

Pastors and congregations expressed an interest in creating a “place” where traditional, orthodox United Methodist churches could support and resource each other – both for ministry to the changing culture and for facing the challenges presented by a denomination that is unclear about its commitment to Scripture. We are a hopeful people who believe God can still use a faithful Wesleyan witness for the salvation of souls and the renewal of our culture. However, serial acts of ecclesial defiance and the inability or unwillingness of our bishops to maintain the church’s good order have undermined the witness and effectiveness of many local congregations. We regret the loss of faithful members and even churches from our connection, and therefore it is imperative that faithful United Methodist congregations band together to encourage one another, support one another, and strongly advocate for a faithful and fruitful church. The Wesleyan Covenant Association will bear witness to a vibrant and faithful expression of orthodox Christianity for such a time as this. [Click here](#) to read more.

#### **PURPOSES AND BELIEFS**

##### **Purposes**

The Wesleyan Covenant Association (“WCA”) is an association of congregations, clergy persons, and laity who desire to cooperate in the mission of the WCA to promote the ministry of the gospel from a Wesleyan theological perspective within The United Methodist Church and kindred bodies. The WCA is organized exclusively for religious purposes. A full statement setting forth the purposes for which the WCA is formed may be read [here](#).

##### **Statement on Biblical Authority**

Given the current challenges directed to the unique place of the Bible in the church, we affirm that the core of the Christian faith is revealed in Scripture as "the faith that was once for all entrusted to the saints" (Jude 3; NRSV). We look to the Bible therefore as our authority and trustworthy guide, which "is useful for teaching, for reproof, for correction, and for training in righteousness" (2 Timothy 3:16; NRSV). Illuminated by tradition, reason, and experience, the revelation of Scripture is the church's primary and final authority on all matters of faith and practice.

## **Statement of Faith**

We affirm classical Wesleyan doctrine and the historic faith, which the church has used to define the parameters of Christian teaching. Doctrine, properly understood, unifies the church and gives direction to its life. All congregational, clergy, and lay members of the WCA affirm our Doctrinal Standards which are set forth [here](#).

## **THE COUNCIL**

The Council, also known as the Board of Directors, is comprised of 28 members, all with equal voice and vote, who are elected pursuant to the ByLaws which may be read [here](#). The Council is headed by an Executive Committee comprised of the Chairperson, Vice Chairperson, Secretary and Treasurer. The current members of the Council are listed [here](#).

## **Job Description**

The Vice President, Strategic Engagement of the Wesleyan Covenant Association (the “WCA”) is responsible for three areas of strategic planning and implementation: marketing, communications, and fund development. The Vice President, Strategic Engagement will develop and oversee the planning, development and implementation of all of the WCA’s marketing strategies, marketing communications, and public relations activities, as well as working together with the President to develop financial resources to advance the WCA’s mission.

## **Duties & Responsibilities**

### ***Vision/Leadership***

- In consultation with the WCA President, participate in and execute on the ongoing development of the overall vision and goals for fulfilling the mission and ministry of the WCA.
- Provide assistance to the WCA President in the overall development of the WCA’s programs and strategies for achieving its vision and goals.

### ***Administration***

- In consultation with the WCA President, assist with the preparation and implementation of an annual budget for the WCA.

- Assist the WCA President in ensuring that the policies and procedures established by the WCA and its Council are implemented and followed, and that all fiduciary and regulatory obligations are met.
- Ensure that all operations of the WCA are conducted with accountability and integrity, maintaining Christian standards of conduct at all times.
- Assist the WCA President in preparing for the membership meetings of the WCA and be available to preside over such meetings if necessary.
- Assist the Council Secretary with coordinating conference calls for the Council, preparing and organizing Minutes of Council meetings, managing files for the Council, and assisting with all other related administrative duties for the Council.

### ***Constituency Development***

- Assist the WCA President in developing strategies for engaging persons in the mission of the WCA.
- Assist the WCA President in strengthening and encouraging the ministry of the local church as the most significant arena through which disciple-making occurs.
- Assist the WCA President in developing an organization of the WCA in the various regions, states and geographical areas in which the Council chooses to function.
- Assist with event coordination for regional groups and local congregations, including assistance with speaker requests, resources, and handling of logistics and planning of events and meetings.
- Assist the WCA President in fostering relationships with Seedbed/New Room, World Methodist Evangelism, Mission Society, Aldersgate Renewal Ministries, and other such entities in order to achieve the mission and goals of the WCA.
- Oversee marketing and communication related to membership of the WCA, including registration, registration follow-up, end-of-year-statements, and promotional materials.

### ***Communication and Marketing***

- Responsible for gathering of content and message casting and branding to execute the WCA's marketing strategies.
- Keep the Council Chair and WCA President informed of major issues that enhance or obstruct the fulfillment of the WCA's vision and mission.
- Assist with the development of effective communication strategies to inform the Council of Bishops, leadership councils, general boards and agencies and special commissions of The United Methodist Church of the WCA's position on key issues facing The United Methodist Church.
- Be available to speak wherever possible consistent with the scheduling of other responsibilities to promote the vision and mission of the WCA.

- Develop and execute brand strategy, marketing communications, public relations, events, social media and website.
- Coordinate the development and production of all print and electronic publications of the WCA, including social media, website, and press releases.

### ***Fund Development***

- Assist the Council Chair and WCA President in developing structures and procedures for securing the resources required for the WCA to include comprehensive development strategies.
- Be available to meet with major donors, cultivate new donors, and assist with a plan to raise funds for the WCA's fiscal health and stability.

### **Accountability**

The Vice President, Strategic Engagement is accountable to the WCA President.

### **Terms**

- The Vice President, Strategic Engagement will be a member of the WCA in good standing.
- The Vice President, Strategic Engagement will regularly attend and participate in a WCA member congregation if possible.
- The Vice President, Strategic Engagement may be removed from office by the WCA President. Unless good cause exists, the WCA President shall give the Vice President, Strategic Engagement at least a three (3) month notice of the removal in order to facilitate a transition to another appointment or other employment.
- The compensation for the Vice President, Strategic Engagement shall be determined by the Council.
- All disputes between the Vice President, Strategic Engagement and the WCA and/or its Council shall be resolved by Mediation and Binding Arbitration as set forth in Article X, Section 4 of the Bylaws.
- The Vice President, Strategic Engagement shall be solely employed by the WCA, not assuming a paid or volunteer position with another organization without the consent of the Council, which consent shall not be unreasonably withheld.

### **Key Qualities**

- An active and vibrant faith in Jesus Christ, demonstrated by effectiveness in ministry.
- A commitment to holiness, evidenced by a personal commitment to spiritual disciplines.
- Strong communication and marketing skills.
- Strong creative, strategic, analytical, and organizational skills.
- Availability to travel as needed. Frequent travel may be necessary.