

Ideal Candidate Profile

Recruitment Marketing Specialist

The C12 Group Home Office Overview

Founded in 1992, The C12 Group operates CEO and executive Peer Advisory Groups around the globe for Christian business leaders. As the global franchisor, we support more than 115 full-time Chairs who operate hundreds of groups representing over 2,740 dues-paying Members. Our home office 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 ministries. 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.

For more information, visit www.c12group.com.

Our People Strategy

We are in the people business! While we can never reach a perfect organizational model, we can certainly strive towards it in our daily efforts and mission. With that vision comes a focus of key initiatives we are working on, listed here, with the indicators of what it should look like as we approach:

Shared Direction: A collective understanding of what the organization stands for, where it is going, and how we will get there. Indicators: a clear inspiring vision, well-executed strategies, clear aligned goals.

Authentic Values: Deeply held principles guiding all decisions and relationships and reflected in the conduct of everyone at all times. Indicators: high levels of trust and communications, uncompromising integrity and ethics, socially responsible practices.

Productive Relationships: Open, collaborative relationships that recognize and honor the commitments that people make to themselves, each other, their work, and the organization. Indicators: respect for all individuals, effective problem solving and decision-making, clear accountability, effective teamwork at all levels.

Liberating Processes: Flexible structures, processes, and technologies that allow people to do their best work and to collaborate effectively across boundaries. Indicators: clear organizational design, collective knowledge, the right tools and technologies, the right people for the right jobs.

Outcome Learning: Results-focused learning that strengthens individual and organizational capacity to cope with the present and define the future. Indicators: continuous teaching and learning, effective knowledge and skills development, leadership development at all levels.

Motivating Metrics: Fair, meaningful performance requirements that measure, reinforce, and reward high performance and manage poor performance. Indicators: clear and energizing performance requirements, relevant work measures, differentiating rewards.

Our Mission – Why We Exist

We exist to equip Christian CEOs and owners to build great businesses for a greater purpose.

Our Vision – What We Want to Achieve

To change the world by advancing the gospel in the marketplace.

Our Values – The Way We Will Accomplish This Mission

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 the way we go about fulfilling our mission, how we behave, and the accountability parameters around innovation and execution. Our core values are:

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.

The Position

We're looking for a qualified marketing professional to join the C12 home office team. The best candidate will know how to creatively administer ongoing B2B demand and lead generation initiatives for a targeted persona, use social media to identify qualified prospects, and engage candidates at the top end of the marketing funnel. The ideal candidate will also be proficient in email marketing, social media, targeted campaign oversight, and project and calendar management.

This position will report directly to the VP of Marketing and serves as an extension of and support to the Marketing and Development teams. In addition to strong verbal and composition abilities, the candidate must possess excellent collaboration skills and an ability to shift and adapt priorities quickly and efficiently.

Success will be dependent on the ability to coordinate multiple ongoing projects within budget allocations, to think creatively and critically, produce deliverables on time with excellence, and speak insightfully and confidently into process and product improvement.

The position is a hybrid of in-office and telecommuting—the percentage of each is dependent on the person's experience. **However, the candidate must be located in San Antonio or be willing to relocate.**

Job Requirements and/or Preferences

- B.A. degree in Marketing or Communications or equivalent work experience
- Lead generation or social media advertising experience in executive recruiting a plus
- Proficiency in artificial-intelligence based lead generation tools is desirable

Key Characteristics of the Ideal Candidate

Called – A passion for our mission and a sense that this role and company are a strong fit for the gifts, talents, passions, and experiences with which God has entrusted this person. Must be mission-motivated and maintain a resolve to overcome obstacles anchored in a sense of purpose in the work.

Servant Leadership – Nobody is above any task, and we are all here to serve others. Every customer—internal or external—is in need of help, and the most powerful way to lead will be to serve at a high level.

Learning and Adaptive – As a small business with a big mission that is scaling rapidly, new systems, technology, and situational adaptability is normal and to be expected. This person must have an appetite for learning and skill improvement.

Grit, Determination, & Resourcefulness – Not everything will have a pre-planned solution. This

person will have to be resourceful in figuring things out, resisting being overwhelmed, and willing to roll up their sleeves until they make it work. Whether it's looping in other people, finding tools online, or seeking out best practices, this person will have to have an open mind and good resolve.

Organizational Skills – We serve a God of order and creativity but live in a world of chaos and confusion. This person gets to help bring the Kingdom of God to the office by being a constant organizational force. It will require a capacity for seeing patterns, discerning better processes, and prioritizing and systemizing for improved outcomes.

Chemistry Fit – We have a unique and fun culture—we laugh, we tease in love, we press in, we work hard, and we jump in to figure things out. Fitting into the team chemistry is essential, particularly in a small home office team!

High Character – We operate with a high trust culture. Our work must be fueled by personal values and integrity or this will not work. Integrity, honesty, compassion, reconciliation, and diligence are all things this person must possess in themselves to flourish here.

Energy & Enthusiasm – This person must bring joy and passion for work to the job. Spurring one another on in the work and being self-motivated to see the positive and encourage others on the mission is essential.

Multi-Tasking – This is not a steady state or static environment. Workflow will cycle and interruptions are normal, so this person must be able to juggle and adjust on the fly.

Project Management – While multitasking, this person must be able to keep an eye on deadlines and critical dependencies and either work to preserve them or bring people in before things are missed.