



SENIOR CAMPAIGN DIRECTOR

Job Status: Regular Full Time—Exempt
Reports to: Senior Director of Events

Department: Events
Updated: March 2022

POSITION DESCRIPTION

The Senior Campaign Director ensures successful execution of events to fulfill Pulse's mission to Make Jesus Known. This role is responsible for supporting leadership and strategic direction for the Pulse campaign process. This includes carrying the evangelistic vision to key churches and business connections and leading the campaign team for project management and oversight, strategic planning, collaboration with key department/initiative leaders, and strong attention to detail resulting in the excellent execution of events - specifically large-scale stadium and campus events.

The Senior Campaign Director will have regular check-ins with the President to ensure the vision is carried forward, while working alongside the Senior Director of Events to drive forward relationships and plans to advance Pulse's evangelistic campaigns. This position should be filled by someone with experience in the local church, a passion for evangelism, and an understanding of planning and executing campaigns with excellence.

CORE COMPETENCIES

- Passion for Prayer, Unity, Evangelism, and Training — experience and desire for uniting and mobilizing the local church.
- Excellent relationship and communication skills—able to effectively carry the evangelist's vision to the team, and through the team to varying stakeholders (pastors, leaders, students, donors, contractors, staff) using a variety of formats and media.
- Experienced servant leader - giving direction and holding varying teams accountable while carrying the heartbeat forward so the team is cared for, while staying on mission.
- Ability to cast vision to inspire and motivate the church and business worlds, and gifted in relating across denominational, political, and racial lines toward unity and ownership.
- Strong leadership and project management skills.
- Experience working with teams for budget development, budget management, and strategic planning.
- Self-awareness to build out teams and work collaboratively to make sure details of organization, planning, and execution are not dropped.
- Proficient with office systems, project management platforms, and ability to learn new systems if needed.
- Servant heart and attitude, serving as a team player, and ready to help wherever needed.
- Minimum of five years of event direction experience.

PRIMARY RESPONSIBILITIES

Department

- Support and maintain consistency in the event planning process across the organization.
- Be an active leader in regular department strategic planning meetings for upcoming events.
- Work with Senior Event Director to write strategic plans for upcoming event strategies and leadership.

Pulse Events

- Support the Senior Director of Events to develop a plan and strategy to give leadership to the Pulse event strategy for future evangelistic campaigns - specifically large-scale stadium, arena and open air citywide or university events.



- Provide leadership in executing the Pulse Process in cities and on campuses where God is leading us to partner in a season of outreach.
- Ability to cast vision for the Pulse Process to city and campus leaders that leads to buy-in and invitation to partner for a season of outreach.
- Ability to build out teams and provide leadership for a season of outreach in cities or on campuses where Pulse is invited.
- Demonstrate strong communication skills to ensure the evangelistic purpose of events is clear to internal and external audiences.
- Work with Partnership team toward strong invitations, helping discern where God is opening doors.
- A strong talent in and emphasis on communication and collaboration with external Pulse partners - working toward advancing relationships toward partnering in cities/campuses where God is opening doors.
- Ensuring we are achieving a “win-win” and building bridges with partner relationships.
- For each evangelistic event assigned, build out and efficiently lead campaign team leaders in the areas of church relations/partnerships, marketing/PR, fundraising and event operations.
- Demonstrate strong communication skills which strengthen the team and drive effective event planning, including casting vision from leadership that leads to event buy-in among the team.
- Communicate clear expectations and understanding of the event plan, deliverables, and timeline.
- Throughout the event process, evaluate and review goals, then adjust strategies accordingly to ensure a successful outcome.
- Consistently hit goals, maintain timelines, and create a weekly status report for the supervisor.
- Work in tandem with the Partnership department to drive awareness, mobilization, and attendance toward events.
- Work collaboratively with the Event Operations Associate to ensure the event logistics are on track and the creative and communications deliverables are on-brand, on time and meeting the overall event goals.
- Knowledge of marketing activity that leads to achieving event goals and ability to speak into strategy in this area.
- Collaborate with the Development department to create fundraising opportunities where applicable.
- Direct a variety of Pulse events planned in departments across the organization as assigned.

ORGANIZATIONAL RESPONSIBILITIES

- A follower of Jesus, in agreement with the Pulse Statement of Faith, mission, and values.
- Be a model of Christian integrity, diligence in work, and persistence in pursuing and exceeding objectives.
- A passion for the cause for evangelism.
- Develop strong relationships and work in cooperation with other Pulse team members.
- Professional demeanor and approach and behavior consistent with the standards contained in Pulse manuals (i.e., Employee Manual, Financial Management Policy, etc.)
- Follow all policies and procedures outlined in the Pulse Employee Manual.

OTHER RESPONSIBILITIES

- Engage in personal and team development opportunities presented by Pulse Leadership.
- Assist and perform any and all other duties as assigned.
- Travel 40%.