



Executive Director of Church Engagement

Updated: November 2025

Status: *Exempt*

Reports to: Senior Vice President, Strategic Programs (SVP-SP)

Direct Reports: Regional Directors of Church Engagement (currently 2); Director of Abortion Recovery & Care; Director of Abundant Life Prayer Network and Volunteers

The Executive Director of Church Engagement (EDCE) provides vision, strategy, and oversight to maximize church engagement that advances Care Net's Gospel-centered, pro-abundant-life mission. The EDCE casts a compelling vision for pastors, denominational leaders, and congregations and serves as a key public communicator for church-facing initiatives. The EDCE leads the national Church Engagement (CE) teams—including Making Life Disciples (MLD), Abortion Recovery & Care (ARC), and Abundant Life Prayer Network (ALPN)—to recruit, equip, and mobilize churches for compassionate, long-term discipleship of women and men facing pregnancy decisions.

Key Outcomes

- **Growth:** Year-over-year increase in church partnerships and MLD/ARC/ALPN implementations across denominations and regions.
- **Mobilization:** A high-performing, inter-denominational network (Regional Directors, high-impact volunteers) actively serving churches, pregnancy centers, and mobile units.
- **Quality & Retention:** Clear “moves management” plans and HubSpot usage that improve acquisition, engagement, and long-term retention of church partners.
- **Alignment:** Strong cross-functional collaboration (Center Services, ICU Mobile, Marketing & Communications) that accelerates church-facing initiatives and program implementation.
- **Impact:** Documented outcomes, discipleship connections, and client care stories that reflect Care Net's pro-abundant-life vision.

Core Responsibilities

1) Strategy & Leadership

- Set and steward the national CE strategy and annual plan in alignment with Care Net's mission, vision, MLD, ARC, and organizational objectives.
- Articulate and continually *cast vision* that inspires adoption of MLD, ARC, and ALPN across diverse denominational contexts; translate vision into clear roadmaps and measurable goals.
- Maintain expert awareness of local, regional, and national pro-life issues to identify opportunities for

Gospel-centered church engagement.

- Lead with a culture of prayer, integrity, excellence, and compassionate service.

2) Church Recruitment, Engagement & Retention

- Build and manage a national portfolio of denominational and associational partners; secure multi-year promotional agreements for MLD, ARC, and related church initiatives.
- Establish annual CE goals and KPIs; oversee “moves management” for the full partner lifecycle (prospect → launch → growth → retention).
- Deepen relationships with key pastors, denominational leaders, and influencers through regular meetings and strategic initiatives.
- Partner with Marketing & Communications to strengthen church-facing content, campaigns, and resources; translate data into actionable plans that improve acquisition and retention.
- Leverage HubSpot for pipeline, activity tracking, forecasting, task management, and reporting—ensuring data is accurate, timely, and actionable.
- Collect, curate, and archive spiritual-impact stories for use across Care Net channels.

3) Team Leadership & Field Network

- Recruit, lead, coach, and develop a high-performing team of Regional Directors; guide them to recruit, train, and support Area Coordinators and volunteer teams.
- Provide playbooks, training, and tools that equip staff and volunteers to recruit, select, equip, and lead high-impact church volunteers for MLD/ARC, prayer support, and broader engagement.
- Equip the team to vision-cast effectively, ensuring message discipline, theological clarity, and contextualization across denominations and cultures.
- Monitor regional performance; remove obstacles; align resourcing to growth opportunities by denomination and geography.

4) Cross-Functional Collaboration

- With Center Services and ICU Mobile Teams, help pregnancy centers establish and scale discipleship connections with churches—prioritizing MLD-centered ministry models that provide ongoing care and discipleship.
- Support strategic churches interested in launching or strengthening Care Net-affiliated pregnancy centers (including church-co-located centers) or a mobile medical ministry.
- Partner with the SVP-SP and Chief Outreach Officer to analyze engagement data and refine regional cultivation strategies.
- Work with internal creative teams on strategies and assets for church deployment; assess results and iterate quickly.

5) Pregnancy Decision Line (PDL) & Pathways

- Identify and recruit churches for MLD and ARC implementations that can receive referrals and provide long-term discipleship for women and men served through PDL and other channels.

6) Conferences, Events & Representation

- Lead promotional strategy for the Church Engagement track at Care Net's National Conference; support conference programming and execution as assigned.
- Serve as a public speaker and representative at national and regional events, workshops, and partner conferences; uphold quality standards and strengthen alliances.

7) Reporting & Administration

- Provide timely written and oral reports to the SVP-SP on national and regional CE performance, risks, opportunities, and resource needs (timelines/budgets).
 - Ensure compliance with internal policies and uphold Care Net's Statement of Faith, Core Values, and Employee Conduct Policy.
 - Perform other duties as assigned.
-

Minimum Qualifications

- A committed Christian with a personal relationship with Jesus Christ as Lord and Savior; keeps Christ central and shares the Gospel.
 - Full alignment with Care Net's Statement of Faith, Mission/Vision, Core Values, and pro-abundant-life position; able to engage across diverse Christian denominations and cultures.
 - Practices prayer, Scripture engagement, and participation in staff devotions; willing to fast and pray with the team.
 - 5+ years of proven leadership in church engagement, ministry development, or equivalent; strong track record leading teams toward measurable growth.
 - Exceptional organizational, program, and project-management skills; strong interpersonal, written, and public-speaking skills.
 - Demonstrated vision-casting ability that motivates diverse stakeholders and drives adoption of ministry models across denominational contexts.
 - Proficiency with Google Workspace; CRM experience (HubSpot preferred).
 - Able to balance multiple priorities in a fast-paced environment while meeting objectives.
 - High energy, integrity, sound judgment, and servant-leader.
 - Ability to travel, including to Care Net's National Conference.
-

Preferred Qualifications

- Executive church leadership experience; 5–7+ years leading dispersed/remote teams.
 - Master's degree or equivalent ministry/leadership training.
-

To Apply

Please email a cover letter and resume to **Erin Forsythe** at **eforsythe@care-net.org**. In your cover letter, share why you desire to serve at Care Net—specifically in leading national Church Engagement—and how your experience aligns with the outcomes above.

Please also include brief responses (≤250 words each) to:

1. Describe your relationship with Jesus Christ.
2. Describe your position on pro-life matters.

No phone calls, please.