



## Discipleship Connections Specialist

Position Title: Discipleship Connections Specialist

Care Net, Lansdowne, VA

Department: Marketing and Communications

Exempt/Non-Exempt: non-exempt

Reports To: Executive Director of Church Outreach and Engagement

Direct Reports: None

Location: Remote

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### **About Care Net**

Founded in 1975, Care Net supports one of the largest networks of pregnancy centers in North America, runs the only national call center providing immediate pregnancy decision coaching, and equips the church to minister to women and men considering abortion through its *Making Life Disciples* initiative.

Vision - Care Net envisions a culture where women and men faced with pregnancy decisions are transformed by the gospel of Jesus Christ and empowered to choose life for their unborn children and abundant life for their families.

Mission - Acknowledging that every human life begins at conception and is worthy of protection, Care Net offers compassion, hope, and help to anyone considering abortion by presenting them with realistic alternatives and Christ-centered support through our life-affirming network of pregnancy centers, churches, organizations, and individuals.

### **Position Focus**

As part of Care Net's Pro Abundant Life vision, an essential strategy is to connect center clients with local church discipleship. Indeed, long-term discipleship can't happen in pregnancy center ministry without strong connections to local churches. This is why pregnancy centers and churches must invest time, get messy, and work together to figure out how to build bridges that are relational and effective. The goal must be to see moms, dads, and unborn children become disciples of Jesus Christ. Again, this is impossible without local churches.

The *Discipleship Connections* Specialist will work with the Church Initiative team, pregnancy centers, and local churches running Care Net's *Making Life Disciples* program to help implement the vision above. He or she will assist centers and churches with "discipleship connection" process and programs into the culture of their organizations. He or she will do this in a way that is consistent with Center Services best practices (e.g. See Care Net's *Connecting Clients with Local Church Discipleship* ebook).

### Primary Responsibilities:

- Public communication and speaking
- Relationship-building, marketing, sales, and coaching related to pregnancy center and church discipleship efforts and resources in synch with Care Net's overall pro-abundant life movement. Besides tasks detailed in annual Critical Performance Targets (CPT's), this will include:
  - Capturing stories of impact that we can be captured on video or written up and shared on Care Net's Church Blog
  - Preparing content for and delivering webinars that showcase effective "discipleship connections" ministry models and related resources/tools
  - Creating content to update existing resources and create new ones.
- Help build bridges between churches and Care Net's affiliated pregnancy centers so that effective transitions can be made from centers to churches, where discipleship, ongoing support around post-abortive healing, fatherhood, marriage, and family issues can be attained by pregnancy church members and center clients.
- Work with Care Net's Fatherhood & Family Program Manager to bring fatherhood resources to churches and centers (e.g. Doctor Dad, 24/7 Dad).
- Work with Care Net's Director of Church Outreach & Engagement (West Coast) to:
  - replicate the "Marcia Model" data collection strategy in more locations
  - build trusted relationships with centers and "anchor partners" to gather more data on MLD churches<sup>1</sup>
- Identify, cultivate, and maintain relationships with the best local pregnancy center models that are effectively building bridges between clients and local churches.
- Capture and improve processes and systems related to the above, and disseminate nationally.
- Work closely with CareSource to market related resources effectively and increase sales. Make sure workflows are up to date, serve the needs of customers, and are guiding them toward tangible resources and greater capacity and effectiveness.
- Make full use of HubSpot and send out one strategic monthly touch-point to contacts per month. Grow this list by adding new contacts regularly.
- Manage specified projects (as needed).

### Qualifications

- Committed Christian who demonstrates a personal relationship with Jesus Christ as Lord and Savior
- Agrees with and can uphold Care Net's Statement of Faith, Vision/Mission, and Core Values
- Possesses a strong commitment and dedication to the pro-life position and related sexual purity issues
- Experience as a center director or local church pastor (preferred)

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<sup>1</sup> An "MLD Church" is a known church (e.g. we know its name, city, and state) that has completed some form of MLD, been given the MLD Next Steps, and has an identifiable point person (e.g. name and preferably an email and/or phone number) that someone could reach out to for compassion, hope, and help.

- Success in implementing and/or discipleship processes, systems, programs, small groups, and mentoring relationships at a pregnancy center, a church, or in other social service settings
- Polished oral and written communications skills and strong interpersonal communications skills
- Comfortable in a fast-paced, creatively demanding work environment that requires meticulous attention to detail
- Experience with email marketing programs (such as MailChimp, Constant Contact, or Hubspot), the Google suite, and the Microsoft office suite
- Experience with Salesforce (preferred)
- Bachelor's degree from an accredited four-year college or university (required).
- Master's degree (preferred)

Please forward a cover letter, resume, writing sample, and audio or video file or link to Dr. Greg Austen, Executive Director of Church Outreach and Engagement at [gausten@care-net.org](mailto:gausten@care-net.org) (no calls please).