



AMERICAN BIBLE SOCIETY

Sharing God's Word with the World

Director of Development Data Analysis
Opportunity Profile

Presented by



ABOUT THE AMERICAN BIBLE SOCIETY

Though having incredible brand recognition both in the United States and abroad, ABS faces the fact that Bibles lay abandoned on bookshelves. “Bible skeptics”—those who view the Bible as nothing more than an outdated book of stories, teachings and advice—now outnumber those people engaging with the Bible by more than 10 million people. Around the world, more than one billion people lack access to a complete Bible in their heart language. Countless others cope with war, famine, poverty and injustice.

This work includes:

TRANSLATING the Bible where no translation exists
DISTRIBUTING the Bible to people who long for their first copy
RESTORING broken lives through God's Word
ADVOCATING for the Bible to play a role in culture

MISSION

Making the Bible available to every person in a language and format each can understand and afford, so all people may experience its life-changing message.

WORK THAT SPANS THE GLOBE

ABS works in the U.S. - helping transform the way Americans think about and engage with Scripture. Bibles that lay abandoned on bookshelves can move into the hands and hearts of people across the country; a new generation can come to know God's Word at a young age.

ABS works in faraway places - providing God's Word for those waiting to read a Bible in their heart languages. And help suffering people who have experienced war, poverty and natural disasters find hope and healing in Scripture.



Spurring Bible Engagement

American Bible Society's goal is to see 100 million people in the U.S. actively engaging with God's Word by 2026.

Changing Lives With God's Word

American Bible Society's goal is to help translate 100 percent of languages for Scripture engagement by 2026.

HISTORY

Two centuries ago, a team of renowned patriots—including Elias Boudinot, John Jay and Francis Scott Key—united to establish American Bible Society, a ministry committed to sharing God's Word with the world. Since that time, God has blessed American Bible Society. In the last 200 years, his Word has transformed millions of lives across the globe.

In 1835, the production of the first Braille Bible gave the visually impaired access to Scripture. In 1976, publication of the full Good News Bible enabled the public to engage with a modern, easy-to-read Bible translation. And in 2012, launch of the Digital Bible Library created a central location for digital Bible translations.



Today, ABS is thankful for the ministry and financial partners who have made this work possible and grateful for the strong financial base these partners have established to continue to invest in Bible ministry for centuries to come.

EXPRESSING A PASSION

Over the past 200 years, ABS has innovatively worked to see the Bible change lives in powerful ways around the world. Mothers and fathers have cried tears of joy after receiving a Bible they can read and understand. Children have embraced the healing power of Scripture in the wake of brutal violence and entire families have picked up a Bible and begun reading its pages for the first time.

ABS is committed to boldly seek out new ways to make the Bible available and alive for people everywhere. This passion has extended to the thousands of faithful financial partners who carry on the legacy of its founders in sharing God's Word with those who need it most.

UNITING AS ONE BODY

As God’s Word transforms lives across the globe, ABS understands the need to form partnerships with a global network of Bible champions. This vision stems from the Apostle Paul’s words:

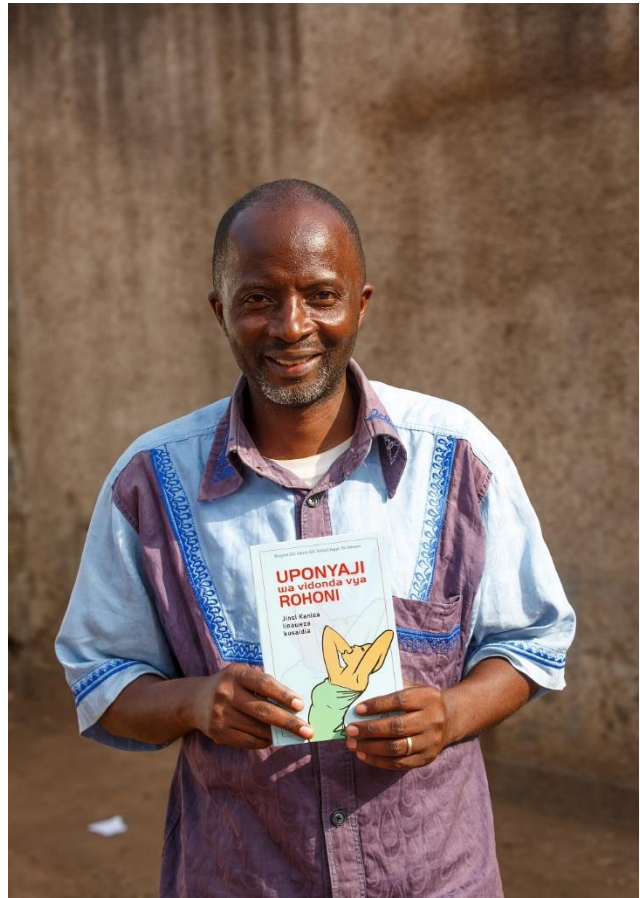
“We have many parts in the one body, and all these parts have different functions. In the same way, though we are many, we are one body in union with Christ, and we are all joined to each other as different parts of one body.”

Romans 12:4-5

Without the generosity of their partners and God’s amazing grace, the work could not continue.

ORGANIZATIONAL CULTURE

ABS is a group of highly committed Christians with a global vision, and a group of gifted individuals with leadership that is committed to the mission for Philadelphia, the United States and Worldwide.



ABS has an enthusiastic, invigorating, collaborative team-oriented environment driven to get the Gospel to the world. The team meets daily for prayer and devotion and strives to develop a climate of professionalism, passion, and potential where team members treat each other with respect and foster a healthy relational climate. People are not afraid to talk to each other about problems and areas for improvement. Challenging ideas (“speaking the truth in love”) is perceived as positive, and input to decisions is welcomed and valued.

There is an element of gratitude, anticipation and excitement in the team’s commitment to ABS’s legacy, both past and future, with particular focus on loving Jesus and spreading His message. They are a hard-working and fervent group motivated and committed to the mission and purpose and to carrying out their tasks with excellence. They enjoy being together. Team members are encouraged to be creative and to reach higher within the context of processes and procedures. While this opportunity will likely involve varied hours (including, at times, evenings and weekends), there is an emphasis on maintaining lifestyle balance.

MARK FORSHAW BIOGRAPHY

Mark Forshaw, Managing Director, Advancement Systems, is originally from Liverpool, England but for most of his career has worked in Christian mission and overseas development in four continents including service

with Africa Inland Mission, the World Health Organization, and Tearfund, UK. He has published on the subject of Christian community responses to HIV/AIDS and spoken on the issue at the Whitehouse and a Congressional Staff Briefing.

Using his post graduate training in management and experience in government health care, international development and the electrical industry, Mark seeks to bring the best of organizational effectiveness practices to ABS and Christian ministry to increase the effectiveness and impact of those on the front line of fundraising and programs



A significant benefit of his global travel was marrying Susan, who is Australian, and they have two children Eleanor (17) born in London and Thomas (14) born in France. Mark also seeks to watch soccer games in whatever country he gets to! He is an Elder in his church, and an Adjunct Professor at Cairn University in non-profit effectiveness

WHAT THE TEAM SAYS ABOUT SERVING AT ABS AND THE ROLE

“...we are very much a family; we love, care and pray for each other as a natural extension of who we are...”

“...we feel called to this ministry for the greater Purpose...”

“...having genuine humility is key. We’re led by a strong visionary leader who makes things happen...”

“...we strive to be highly innovative, to genuinely think outside the box...”

“...we have a passion for the gospel and the proclaiming of Jesus Christ—no matter the position, we all subscribe to this...”

“...we are doing major, often high-profile things for the Lord; we cannot operate out of a spirit of fear...”

“...yes, we are a ministry, but we are made up of humans, so grace is a strong part of our culture ...”

“...We are entrepreneurial, but have a highly collegial and supportive team...”

“...I love that there are all-staff daily devotionals and prayer; it sets the tone of what our mission is all about...”

...we are effective and efficient in getting the Message out...”

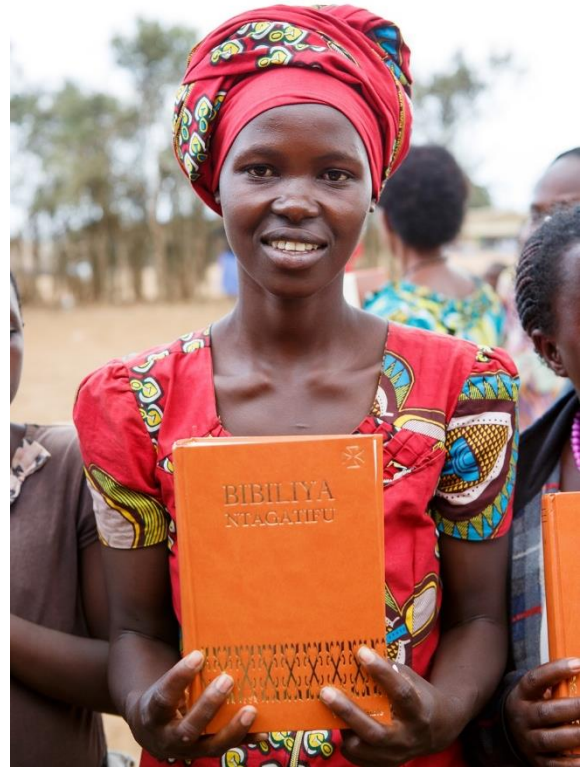
“...reflecting Godly character is what holds us together...”

“...we need someone who will take our vast list of supporters and create a laser-focused target list of our best prospects so a donor representative can be most effective...”

“...we are going through growing pains, but the Lord is bigger and will guide us...”

“...the successful candidate must have a balance of casting the vision with a willingness to roll up their sleeves and make it happen...”

“...over \$500 million quasi-endowment fund, 1.6 million database contacts, 250,000 active donors with 29,000 having the capacity to be major supporters...we just need to cultivate them...”



POSITION SUMMARY

The Director of Development Data Analytics will report to the Managing Director of Advancement Systems and serve as the bridge between 1.6 million data contacts and cultivation. This position is an important component of ABS' development efforts by leading the donor wealth research, segmentation, planning and tracking the implementation of recommended donor engagement activities. The Director of Development Data Analytics establishes strategic direction, creates processes to utilize data information and provides leadership for prospecting activities, principal gift development, and divisional analytics and reporting. This position translates departmental vision into meaningful and effective responses and philanthropic results.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Provide the critical strategic and analytical expertise, guidance and counsel to the President, Sr. Vice President, Advancement Ministry Major Donor fundraising team, Board and Steering Committees by developing and managing a thorough principal gift prospect development system that includes,

- Prospect identification
- Donor research
- Wealth and giving capacity assessment
- Data mining and predictive modeling
- Prospect relationship management
- Extracting data from social media

Serve as the master plan manager for engaging major donor prospects and existing major donors, which will include:

- Managing and/or ensuring updates for all Moves Management Pipelines
- Managing, updating and distributing a monthly Campaign Dashboard
- Collaborating with Campaign Partnership Team members on the development of their Prospect Plans
- Following up with Prospect/Plan Managers on Priority Prospects to encourage progress on each plan
- Reporting on status of Priority Prospects plans so that leadership can address any issues impeding progress.
- Ensuring that Plans for Priority Prospects are entered into Blackbaud (the ABS CRM) and regularly updated, giving special attention to top principal gift prospects.

Actively participate in the various Advancement Ministry Teams as follows:

- Campaign Partnership Team—Member
- Faith and Liberty Discovery Center Team—Member
- Campaign Steering Committees

IDEAL PERSONAL CHARACTERISTICS

- Ardent belief in the mission of the American Bible Society and its core values
- Passion for the Bible cause and its ability to impact lives
- Must be able to understand models to analyze wealth characteristics and propensity to give as well as the ability to coach others within the organization about the value and use of prospect analytics.
- Advanced ability to analyze donor databases, provide exceptional reporting and work to improve the database for organizational needs
- Demonstrated record of initiative, problem solving, and adaptability
- Highly motivated, self-starter with the ability to multi-task and set priorities
- Excellent written and oral communications skills and interpersonal skills
- Must be willing to work for the good of the ABS mission and work well in teams with other staff members
- Must be able to work effectively in a consensus-style operation
- Good lateral thinker
- Proficient knowledge of Microsoft Windows, Word, Excel



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- Proficient knowledge of donor databases (for example, Blackbaud, Lexis Analytics, Giftwrap, Bequest Manager), the ability to advise on future CRM's and extracting data from social media.

IDEAL QUALIFICATIONS AND EDUCATION

- Bachelor's degree in business, statistics, computer science, information technology,
- 8+ years in a fundraising, development environment including experience in nonprofit prospect management, research, data analytics and extracting data from social media.
- Director level management and leadership experience with demonstrated knowledge of prospect research in the nonprofit sector
- Past success working in a collaborative, team environment across functional department lines



THE SEARCH PROCESS

If you, or someone you know, have interest and meet most of the experience and motivational requirements described in this profile, please contact us, suggest that person for consideration, and/or forward this information.

Send resume to the contact below.

Names will be treated discreetly, and candidates should be assured that their inquiries will be treated with the utmost confidentiality.

ABS is an equal opportunity employer and does not discriminate based on race, age, color, gender, national origin, familial status, veteran status, or physical handicap. However, by the nature of this organization and its purposes, it does limit its hiring to people whose beliefs, theology and lifestyle are consistent with ABS' Statement of Faith.

We fully respect the need for confidentiality of information supplied by interested parties and assure them that their backgrounds and interests will not be discussed with anyone, including our client, without their prior consent, nor will reference contacts be made until mutual interest has been established.

Ardent Search Company is a retained executive search firm devoted exclusively to serving our clients in matters of executive selection. We are a generalist firm that has served business and non-profits worldwide since 1979.

For further information on this position, please contact:

Tim Bernstein

President, Ardent Search Company

tim@ardentsearchco.com

Phone: (805) 778-1777 Ext. 14

AFFIRMATION OF BIBLICAL COMMUNITY

INTRODUCTION

The work we share is built on generations of faithful service. Dating back to our nation's first founders, we join tens of thousands who have served, sacrificed and shone the light of God's Word where needed most. And for each new generation, our hope remains the same: that God's Word would be extended to all people, even as far as the waters cover the sea (Habakkuk 2:14).

This is the motivation for our Affirmation of Biblical Community-- uniting us in a common commitment to the Scriptures, in faithful service to the whole Church.

I BELIEVE IN AND CHOOSE TO PURSUE THE GOD OF THE BIBLE

I believe in and worship one God eternally existent in three persons, Father, Son and Holy Spirit:

God, the Father, the Almighty, maker of heaven and earth; God, the Son, our one Lord Jesus Christ, the only Son of God, who for our eternal salvation became incarnate from the Virgin Mary and was made a human being; for our sins he was crucified, suffered death, was buried, and on the third day was resurrected; he ascended into heaven and from there shall come again in glory to judge the living and the dead; God, the Holy Spirit, through whose presence and power come regeneration and empowerment for ministry.

I believe the Bible is inspired by God, an open invitation to all people, and, for me, provides authoritative guidance for my faith and conduct.

I look for the resurrection of the dead and the life of the world to come.

I WILL SEEK TO PURSUE MY IDENTITY IN CHRIST AS DESCRIBED IN THE BIBLE

I will seek spiritual maturity through regular Bible engagement, participating in worship and prayer with others, and being involved in a local Christian church (2 Timothy 3:16-17; Colossians 3:16; Hebrews 10:25).

I will seek to be involved in ministering to the needs of others, both within and beyond our communities (Hebrews 10:24; Luke 10:25-37; James 1:27).

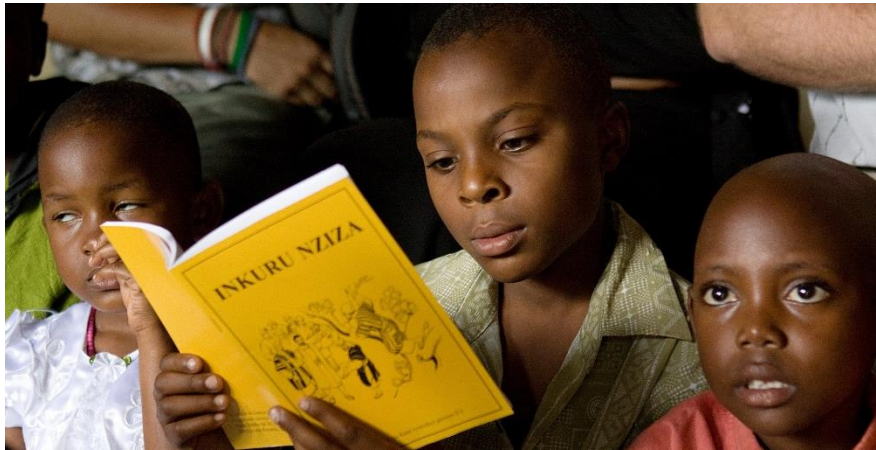


I will seek to show respect for all people without distinction, for each is created in God's image (Genesis 1:27; Galatians 3:28).

I will seek to increasingly display the Spirit's fruit of love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self-control (Galatians 5:22-23).

I will seek to resist temptations of deception, malicious speech, stealing, cheating others, and dishonoring my body through substance abuse, objectifying or taking advantage of other people (Galatians 5:16-21; Colossians 3:5-11).

I will seek to refrain from sexual activity outside of the marriage covenant prescribed and exemplified in the Bible: "a man will leave his father and mother and unite with his wife, and the two will become one," symbolizing the relationship between Christ and His Church (Matthew 19:5; Ephesians 5:31).



If married, I will seek to view my marriage as a human symbol of the relationship between Christ and His Church, and I choose to honor the covenant of marriage as a lifelong commitment, and I choose to pursue all reasonable avenues of reconciliation should my spouse and I have unresolved conflict (Malachi 2:13-16; Matthew 5:31-32).

I acknowledge that every person sins (engaging in conduct that falls short of God's standards), and I will seek to rejoice in God's unconditional love and forgiveness of all repentant sinners (Romans 3:23; Ephesians 1:7).

I will seek to treat all persons with love and respect, even if I disagree with their values, attitudes, and behaviors (1 Peter 2:17; Matthew 7:12).

When relational conflict arises, regardless of fault I will seek to follow a biblical process for correction, forgiveness, reconciliation, and restoration. (Matthew 5:23-24, 18:15-17; 1 Corinthians 6:1-6).

I believe that seeking unity in the pursuit of Christ makes possible the unity of our collective ministry.