



PAK7 US

PRESIDENTIAL SEARCH

OPPORTUNITY PROFILE

Presented by The Dingman Company

December 2022

A REMARKABLE OPPORTUNITY!

The Board of Directors of PAK7 US is currently praying and looking for a President to help grow a remarkable ministry that shows great promise. This is principally a revenue-generating position given that PAK7 US is tasked to provide primary support for the work of PAK7 International.

We are searching for a passionate Christian, experienced leader and skilled communicator directed toward fundraising, strategic planning and board development, event planning, communications and public relations, networking and relationship building.

BACKGROUND

Pakistan is one of the most geo-politically important countries in the world today. Ninety-six percent of Pakistan's 225 million people are Muslims, making it the world's second largest Muslim nation. Estimates are that about 2% of the population are Christians (about half Catholic and half Protestant). There are 70+ languages spoken in Pakistan with Urdu and English as the two official languages.

Over the past 20 years, Pakistan has experienced an epic battle between radical Islamist extremists and those who prefer a progressive Western-oriented future. The outcome matters significantly. If Pakistan goes down the wrong route it will be a serious threat to our world order, possibly worse than the Taliban in Afghanistan and ISIS in Syria. The horrific things extremists have done in the name of Islam have caused large numbers of Pakistani Muslims to question Islam, maybe for the first time in history. **Pakistan is at a crossroads, and this has a historic opportunity to influence the path it takes.**

The Christian community in Pakistan has begun to embrace the mission of reaching out to people of other faiths in ways that previous generations have not. This coincides with a decline in foreign missionary numbers. God is raising up a new generation of Pakistani Christian professionals who are well educated, confident, and determined to reach out to the most difficult places. The organizations they lead combine the Gospel message with outreach efforts such as flood and earthquake relief, water and sanitation, education, and rescuing people from modern forms of slavery such as bonded labor and sharecropping.

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This is a remarkable development. **The Christian community in Pakistan came primarily out of the lowest castes of Hinduism. In Pakistani history, they have been systematically marginalized, despised, and persecuted.** As a result, Pakistani Christians have often been fearful and reluctant to share their faith. This new generation of Christian leaders and their organizations need equipping, encouragement, and resources.

PAK7 is a Christian ministry launched in 2018 after several years of prayer, reflection and collaboration that led to this conclusion: “A historic opportunity currently exists to share the love of God with Pakistan in new ways that hold great promise. Now is an opportune time for PAK7 to strengthen the church in its witness there and support believers in finding their voice. With God’s favor, PAK7 can influence a nation.”

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PAK7'S VISION IS TO SEE:

God more fully glorified and enjoyed in Pakistan

His church built up in the knowledge of God, the appreciation of the gospel, and the fullness of the Holy Spirit

The people of Pakistan transformed through the gospel of his love and grace

PAK7'S MISSION

PAK7's mission is to serve Pakistani Christians in their witness to Jesus Christ and the Gospel through exceptional television programming and other media.

Our approach is strategic, indigenous, and transformative. We seek to shift attitudes toward Christians and their faith by producing quality programs for national television, for Christian TV, and by running social media campaigns. For this to be possible, we train and deploy promising Christian nationals to be media professionals.





PAK7 consists at present of two separate corporations: PAK7 US and PAK7 International. Each has a distinct Board of Directors, with 3 people serving on both Boards. PAK7 US is focused on resource development from within the United States. PAK7 US is a 501(c)(3) organization and member of the ECFA. PAK7 International is a registered British Charitable Incorporated Organization (CIO) headquartered in the UK. It is responsible for the principal work of PAK7, which is media production under the leadership of its CEO.

As a young ministry, revenues of PAK7 have grown from \$282K in 2018 to \$1.5M in 2022. The number of completed views of its social media videos annually now exceeds 25 million. These have led to online chats, conversations about faith, and study of the Bible. In April of 2022, PAK7 launched a groundbreaking Christian satellite channel that focuses on the children, youth, and women of Pakistan. Over 50 graduates of PAK7's Media Schools are helping make this possible. See PAK7.com for examples in Urdu of the current programs being televised.



PAK7 US is integral to providing the support to make this possible by communicating the challenges and opportunities that Pakistan represents. PAK7 spearheads efforts to raise the prayer and financial support needed for the work to proceed and thrive and establishes partnerships to advance the mission.



HISTORY

In 2009, fifty Pakistani church leaders and media ministry workers gathered in Lahore, Pakistan, for a media ministry consultation. These leaders made a recommendation that the church and the various agencies and workers needed to have some way to work together collegially.

About the same time World Witness, which has served the people of Pakistan for over a century through its hospital and schools, began to prayerfully search for a way to continue its work in Pakistan at a time when most of its American workers had returned from the field. In 2013, [World Witness](#) authorized board member Gordon Bell to conduct feasibility studies to determine the viability of a “John 17” type of media ministry, following the successful model of SAT7.org. In the John 17 approach, various branches of Christ’s Church put aside secondary differences in order to carry out her commission in the manner Jesus envisioned in his Final Discourse (John, chapters 14-17).

Accordingly, Gordon held a follow-up Media Ministry Consultation in Lahore with Pakistani Christian leaders in 2014 at which he posed the question of whether adapting this “John 17” model for Pakistan might meet this need to have a way by which the various media ministries and workers could work together. The response was enthusiastically and unanimously affirmed.

In early 2018, PAK7 US was incorporated and in August, 2018, Andrew Hart was called to become the founding CEO of PAK7. In October, 2018 Charter Meetings were held in Lahore and London to establish PAK7 International and the first PAK7 International Council was announced. The Council held its initial meeting, and many delegates signed [the London and Lahore Declaration](#), committing themselves to making the Christian message known in Pakistan.



POSITION OVERVIEW

Executive Summary: The President of PAK7 US is responsible to propose and upon Board approval to implement, budgets, plans, policies, and programs to accomplish the mission and support the financial requirements of PAK7 US, including commitments to PAK7 International. The President of PAK7 US leads communications and marketing efforts within the US to raise funds, to build strategic partnerships and to promote prayer and such other engagements as necessary to achieve the mission of PAK7 US. The President of PAK7 US is responsible to recruit, develop, assess, and as necessary, to replace staff.

Reporting Procedure and Review: The President of PAK7 US is accountable to the Board of Directors through regularly reporting and periodic reviews.

RESPONSIBILITIES RELATED TO THE FOLLOWING

The Board of Directors

- To propose budgets, plans, policies, and programs to the Board, and upon approval, to implement budgets, plans, policies, and programs to accomplish the mission and support the financial requirements of PAK7 US, including commitments to PAK7 International.
- To work supportively with the Board's Committees and with the Board Chairman in meeting planning.
- To report regularly to the Board on PAK7 US efforts, on the need for Board counsel, and on recommendations for Board action.
- To cultivate the involvement of Board members as governance officers, ambassadors, and financial supporters of PAK7.
- To advise the Board in a timely manner concerning emergent issues.

PAK7 International

- To operate within the Joint Ministry Agreement PAK7 US with PAK7 International.
- To work supportively with the CEO of PAK7 International, recognizing that PAK7 US exists primarily to support PAK7 International in carrying out the principal work of PAK7, which is Christian media production in Pakistan.
- To work cooperatively with the CEO of PAK7 International in the preparation of budgets, communications, marketing efforts, and funding campaigns for designated projects of PAK7 International.
- To represent PAK7 US to PAK7 International.

Personnel

- To recruit, review, and as necessary, replace personnel.
- To ensure that personnel have accurate, updated job descriptions and annual reviews.
- To cultivate a positive atmosphere of trust, respect, appreciation, and love for Christ.
- Plan, budget and promote staff development, perpetuate a high performance and continuous improvement culture that values learning.

Administration

- To oversee and assess the operations of the organization – solving problems, optimizing efficiency, eliminating unnecessary expenses, and planning needed expansion.
- To ensure that needed equipment, technology, and training are in place to support the staff and operations of PAK7.

Communications and Marketing

- To follow up on the current strategic plan, propose and implement necessary modifications and engage in future strategic planning.
- Identify, nurture, and grow new and existing target audience segments, particularly in the major donor space.
- To establish, measure and report on key performance indicators (KPI's).
- To engage major donors personally as well as supervise major donor strategies. Currently 95% of the donations are raised in the U.S. and 10% in Europe.
- To engage foundation leaders personally as well as supervise foundation strategies.
- To supervise planning and execution of campaigns to engage churches and other organizations in supporting PAK7.
- To supervise planning and implementing e-mail and postal communications to constituents.
- To explore and test social media strategies (e.g., PAK7 website, Facebook, YouTube, Instagram, Twitter) to identify and expand supporters of PAK7.
- To supervise PAK7's presence at strategic 3rd party events and conferences.
- To lead efforts to secure strategic endorsements and partnerships for PAK7 (e.g. denominations, Christian leaders).

JOB QUALIFICATIONS

- Mature Christ-centered person committed to Christ and his Word, a local church, and the Church Universal.
- Proven executive experience as senior leader and administrator including the following:
 - Integrates leadership skills with spiritual graces and prayerfulness.
 - Treats all with whom he/she works, regardless of position or title, with respect, integrity, hope and charity.
 - Develops, leads, and executes operational and strategic goals which move the organization to measurable and attainable success.
 - Staff supervisory experience including recruitment, hiring, professional development, and review of staff.
 - History of successful fundraising (or sales), including established and positive relationships, success in reaching goals, and ability to cultivate both individuals and organizations to be financial and prayer supporters for support.
 - Strong written and oral communication skills.
 - Self-initiating and results oriented.
 - High emotional intelligence.
 - Proven results as a collaborative leader, able to bring out the best in others, ability to take counsel and insight from others with grace.
 - Strong listening skills.

- Ability to work in a collaborative and cooperative manner with the CEO of PAK7 International, who is the primary person responsible for the direction of PAK7 International’s ministries in Pakistan.
- Ability to travel for extended periods of time, as necessary, on behalf of PAK7.
- Technical, organizational, budgetary, and financial skills and abilities sufficient to lead the strategic imperatives of the operation.
- **Note:** Previous work in Pakistan is not a prerequisite, but candidates will be asked about their knowledge of Pakistan and work experiences that either included Pakistan or that resulted in learning applicable to Pakistan.

OPPORTUNITY

For the right person, this is a superb ministry opportunity to support the spread of the Gospel in Pakistan and strengthen followers of Jesus Christ who face difficult challenges there. PAK7 US’ Mission strikes a responsive chord with evangelical Christians worldwide.

The organization has a history of success in achieving its mission, there is an effective Board of Directors and team in place, the reputation of the organization is excellent, and the potential to impact and grow the organization is significant.

The PAK7 US president can live anywhere and his/her current team members are distributed.

CURRENT PAK7 US TEAM

The team currently includes:

Ken Lotze, Matthews, NC, VP- Advancement/Partner Relations, seconded from World Witness
Dave Swavely, Philadelphia, Advancement/Writer, former pastor and Head of School/teacher
Ellie Hart, England, Communications officer (part-time)
Kate Foster, Ballston Spa, NY, Administrative Assistant (part-time)



THE SEARCH AND SELECTION PROCESS

Bruce Dingman of The Dingman Company, an executive search firm with a successful track record of similar searches (see: dingman.com) is conducting the search. The Dingman Company, Inc. is a retained executive search firm devoted exclusively to serving its clients in matters of executive selection. This opportunity will be shared with people who might be potential candidates or who might know potential candidates. The search firm will establish a list of interested and qualified persons, ask for a thorough resume, a response to a questionnaire, conduct follow-up telephone calls and do a Zoom interview with the candidate and spouse.

Those candidates holding strong promise will prepare a detailed resume, using the Dingman Resume Guide format, and respond to a Candidate Questionnaire. The search consultant will then conduct personal interviews via Zoom of the strongest, most appropriate candidates and the candidate's spouse will be invited to join in that interview. The next step will include checking candidates' references, verifying degrees, and completing a background check.

In a normal search process in collaboration with PAK7 US, the list of candidates will be narrowed to approximately four individuals who will then be interviewed comprehensively by the search committee. Hopefully, interviews will take place near Dulles International Airport in April 2023. Prayer and fasting by the search committee members will play a key role in the selection process as they seek the Holy Spirit's direction. The search committee then recommends a candidate to the PAK7 US's board and the board does elect that person. The selection must still be affirmed by the CEO of PAK7 International, Andrew Hart. Once that is done, the new president can start work as soon as convenient. No relocation is needed.

Most recently the president of PAK7 US was a board member, Rev. Dr. Curt Young, who served in that role on an interim basis for a year.

PAK7 US and The Dingman Company are committed to a process that represents equal opportunity employment and does not discriminate in any way based on gender, race, age, color, national origin, veteran status, medical condition, or physical or mental disability. However, for searches on behalf of religious organizations, candidates will be evaluated based on that organization's theological beliefs and religious practices.

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 PAK7 US, without their prior consent, nor will reference contacts generally be made until mutual interest has been established. Reference checking will require the candidate's permission to access third parties. The search consultant and the search committee will be cautious and sensitive as needed in trying to preserve any candidate's anonymity.

For further information on this position, please contact:

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