

# ELCA Position Description

*PERSONNEL POLICIES STATEMENT: In all of its services, both within the churchwide organization and in the fulfillment of this church's mission in the world, the employees of the Evangelical Lutheran Church in America shall carry out the duties to which they are assigned in faithfulness to the faith and mission of the ELCA.*

Title: Associate Vice President (Area Representative)

Grade: 16

Reports to: Vice-President of Marketing

Unit: MIF

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## **POSITION SUMMARY**

This position is responsible for growing the investments and loans of the Mission Investment Fund by building and nurturing relationships with ELCA synods, congregations, social ministry organizations, and other related institutions.

## **DIMENSIONS**

**Operating Budget:**

**No. of Employees:**

## **ACCOUNTABILITIES**

### 1. Business Development

- Acquire new business in assigned synods from current and prospective customers.
- Develop and qualify leads.
- Identify needs of targets and recommend solutions to meet needs.
- Define expectations for sales call outcomes. Ask prospects to commit to the outcomes.
- Make presentations to current and potential customers, including synod councils and staff.
- Follow up on leads supplied by others and on requests for information from prospects.
- Develop annual calendar/plan for visits to synodical staffs, agencies, conferences, etc.
- Represent and promote Mission Investment Fund at assigned synod and churchwide events.
- Meet or exceed sales goals.

### 2. Relationship Management

- Foster and maintain strong, long-term relationships with customers.
- Act as the primary liaison between customers and Mission Investment Fund.
- Refer church-building consultants to congregations that can benefit from consultants' services.
- Build and maintain relationships with key leaders — including synod staff, deployed stewardship staff, mission developers — and identify opportunities to partner with them on presentations and other activities to promote Mission Investment Fund.
- Support efforts to build a proud-ambassador program.

- Keep staff informed about all activities and issues through ongoing written reports.
- Refer selected customer-service issues — those that require consultation of others — to appropriate Mission Investment Fund staff.

### 3. Leadership

- Work with leadership team to provide ideas and recommendations for product development, strategic planning, business acquisition and maintenance.
- Develop and deliver presentations to key leaders that demonstrate how the Mission Investment Fund helps this church and its ministries flourish.
- Identify and help build team relationships with other closely examined partners.
- Represent the Mission Investment Fund in civic and community activities, as appropriate.

### 4. Other duties as assigned.

## **QUALIFICATIONS**

The Associate Vice-President may be an ordained minister, associate in ministry, deaconess, diaconal minister, or lay member of the Evangelical Lutheran Church in America.

The Associate Vice-President shall possess the following qualities:

- A dedication to outreach ministry and knowledge of financial matters (i.e. loans/investments) along with the three-expression structure of this Lutheran church
- Known/respected by bishops, staff, pastors and laity in assigned synods
- Ability to persuade and influence others. Ability to develop and deliver presentations. Strong interpersonal and communication skills.
- 3-5 years of experience in sales in the financial services industry is highly desirable.
- Ability to initiate contact with prospects through letters, email, telephone or personal meeting
- Ability to identify prospects' needs, present appropriate solutions, and act on closing opportunities
- Strong strategic planning and organizational skills — with ability to prioritize tasks
- Ability to work under pressure, independently as well as collegially with other staff
- Demonstrated ability to be proactive, innovative and driven
- Possess excellent written- and verbal-communication skills
- Familiarity with the history and mission of the Mission Investment Fund
- Trustworthy in the use of confidential materials
- Ability to collect, analyze and interpret financial information
- Ability to travel by air and auto and spend up to 50 percent of time outside of own home-base area

## **PHYSICAL DEMANDS**

While performing the duties of this job, the employee is regularly required to talk and hear, stretch and reach, use hands and fingers to operate a computer keyboard and telephone keypad. This position requires sitting for long periods of time. Employee will frequently be expected to lift boxes weighing generally, from two to five pounds, but as much as 50 pounds.

August, 2008  
Exempt