

# GoodCitizen

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The Center for Action and Contemplation  
Managing Director of Growth  
Location: US Remote, Albuquerque Preferred

## About The Center for Action and Contemplation

The Center for Action and Contemplation (CAC) is an educational nonprofit introducing seekers to the contemplative Christian path of transformation. Franciscan Richard Rohr founded CAC in 1987 because he saw a deep need for the integration of both action and contemplation. Richard's hope was to found a "school for prophets" rooted in contemplative wisdom and supporting social and spiritual renewal. As he likes to say, "The most important word in our Center's name is neither Action nor Contemplation, but the word and."

Based in Albuquerque, CAC programs and resources are designed to provide spiritual wisdom and guidance in support of inner and outer transformation. CAC offers learning opportunities through daily meditations, podcasts, online education, bookstore, events, and the Living School. CAC programs reach hundreds of thousands of people around the world, including more than 400,000 daily email subscribers. CAC's current topline goal is to reach seven million+ people total and support one million+ people to adopt a contemplative spiritual path by 2027.

### **Mission:**

*Introduce Christian contemplative wisdom and practices that support transformation and inspire loving action.*

### **Vision:**

*Transformed people working together for a more just and connected world.*

## Financial Philosophy

CAC's Financial Philosophy defines the key guiding principles for how the organization and staff engages with money. The organization recognizes that how it approaches financial management is a direct reflection on its worldview, values, and engagement with finances to advance the mission. To effectively implement organizational values and the founder's teaching across the organization, CAC commits to the following key financial operating principles:

- We operate from a clear definition of "enough."
- We practice transparency.
- We seek for money to never be the barrier to participation.
- We understand exchanges of money first and foremost as vehicles for advancing our mission and message.
- We commit to spend simply, equitably, and sustainably.
- We lead with giving and generosity.

## The Opportunity

Reporting to the Deputy Executive Director, the Managing Director of Growth is responsible for driving the growth of CAC's audience, brand awareness, and product revenue in alignment with the organization's mission and the broader Christian contemplative movement. They achieve

this by identifying and prioritizing growth opportunities, testing and scaling experiments, and analyzing growth metrics. They collaborate with internal and external stakeholders to refine strategies and develop new revenue models that sustain the mission, ensuring all efforts align with contemplative values and CAC's mission.

They lead and mentor CAC's marketing/communications, programs, and events/production teams, setting clear growth objectives and fostering a culture of accountability and innovation. By providing strategic direction, they empower teams to contribute meaningfully to the organization's success.

As a member of the executive team, the Managing Director works with other leaders to develop cross-departmental strategies that promote both short-term growth and long-term sustainability.

## **Key Responsibilities**

### Strategic Leadership & Business Alignment

- Act as a strategic business partner and the senior-most marketing/communications and programs officer on the Executive Leadership Team (ELT), helping ensure the organization's goals, strategy, and plans advance its mission effectively, and liaising with the Board of Directors as needed.
- Partner with other Executive Leaders to define and role model the organization's values and desired leadership culture.
- Balance sustainable growth priorities with overall business objectives, communicate progress, challenges, and opportunities for the organization.

### Team Leadership & Development

- Provide strategic leadership and mentorship to the Programs Director, Director of Marketing & Communications, the Director of Production & Events, and their respective teams, setting clear growth objectives, providing regular feedback, and fostering a culture of accountability, collaboration, and continuous learning.
- Lead a high-performing team to create and implement strategic marketing and customer lifecycle development initiatives across multiple functions including; performance marketing, events, social media marketing, product marketing, and partnerships.
- Foster a culture of continuous learning and professional development to ensure alignment with evolving trends and industry demands.
- Harmonize operations across departments, ensuring seamless collaboration and clear communication, to optimize workflow, align priorities, and maximize team efficiency.

### Growth & Market Expansion

- Create strategic partnerships with key industry players, technology platforms, and distribution channels to extend the company's reach, broaden its market presence, and unlock new growth opportunities.
- Assemble and lead cross-functional teams including data analysts, program/product managers, and marketers to conduct in-depth user research, analyze market trends, and identify growth opportunities.
- Stay informed about trends in the landscape of contemplative teaching and formation, as well as the broader educational marketplace and emerging technologies, including through active participation in industry events.

### Product Development and Production:

- Drive product-led growth initiatives by collaborating closely with the product management and technology teams to prioritize feature development based on user feedback, A/B testing results, analysis of peers in the landscape, and technical capabilities.
- Ensure smooth integration of product initiatives with marketing, events, and content teams to deliver cohesive user experiences that are unique to the CAC.
- Provide strategic leadership and guidance to the newly formed production and events team, ensuring that their initiatives are effectively represented and supported throughout the production process.

### Performance Tracking & Analysis

- Track key performance indicators (KPIs) and metrics related to user acquisition, activation, retention, revenue, and referral.
- Create better visibility into data and analytics across departments, fostering stronger collaboration and data-driven decision making.
- Establish a system for continuous improvement by regularly reviewing growth metrics, identifying areas for optimization, and implementing adjustments to strategies.

### **Ideal Candidate**

The ideal candidate for the Managing Director of Growth role will be an accomplished leader with a strong foundation in growth strategy, marketing, and product development. They will possess a visionary mindset and a track record of leading cross-functional teams in alignment with an organization's mission and values. The candidate should be adept at defining and executing strategies that drive audience growth, brand awareness, and revenue, particularly through product-led initiatives and strategic partnerships. Expertise in data-driven decision-making, user research, and performance tracking will be critical to identifying and scaling growth opportunities. They will also have exceptional leadership skills, with the ability to mentor and develop high-performing teams while fostering a culture of accountability and collaboration. In addition to driving growth, the ideal candidate will be skilled at guiding teams through transitions, providing stability, and ensuring focus in a rapidly evolving landscape. Strong communication skills, the ability to influence across teams, and experience in managing project planning across multiple departments is essential. Additionally, a deep understanding of the contemplative Christian tradition and a passion for the organization's mission will help the candidate thrive in this role, driving both business outcomes and deeper community engagement.

### **Qualifications**

- Master's degree in business administration, marketing, or related field or equivalent experience.
- 16+ years of progressive experience in growth, marketing, and product development.
- 6+ years of management experience.
- Expertise in roadmap development and strategic planning.
- Strong cross collaborative leader, able to influence and communicate effectively across all teams.
- Expert in administering project planning tools such as Asana.

- Experience managing individual contributors on a product team, and a track record of mentorship-style leadership and career development for the team.
- Data-driven decision-making skills - an understanding and experience with analytics and testing digital product success.
- Ability to think creatively and to drive innovation.
- Knowledge of the contemplative Christian tradition and experience within the current contemplative landscape.

## Requirements

- **Leadership:** Effectively manages self, relationships, and results. Sets a vision, activates aspiration, and guides individual and teams to accomplish the mission. Leads and supports personnel in a way that generates trust, respect, loyalty, and enthusiasm.
- **Management:** Plans, organizes, directs, monitors and controls work to create effective and efficient departments.
- **Problem Solving:** Analyzes problems, understands root causes, and applies systems solutions to create beneficial and long-lasting change.
- **Decision Making:** The ability to make decisions and the quality and timeliness of those decisions.
- **Performance Management:** Sets clear expectations and agreements, provides training and development. Delegates and empowers appropriately. Approaches performance issues with a systems and growth mindset. Determines the cause of the issue and supports the employee's improvement with coaching, adaptive leadership, and direct feedback. When appropriate, provides corrective action quickly, directly, and respectfully.
- **Team Development:** Understands the stages of team development and successfully builds a high performing and healthy team. Manages differences, elevates strengths, and provides the leadership necessary for a group of people to come together to create extraordinary results.
- **Quality of Work:** Employee's work is expected to be accurate, thorough and neat.
- **Productivity:** Employee is expected to produce work efficiently and effectively in a specified period of time.
- **Initiative and Creativity:** Employee is expected to have the ability to carry out tasks independently; seek out assignments and assume additional duties; propose new ideas and find better ways of doing things to improve operations.
- **Judgment:** Employee is expected to demonstrate appropriate and proper judgment and decision-making skills.
- **Cooperation and Teamwork:** Employee is expected to be willing to work harmoniously with others in getting a job done and be ready to respond positively to instructions and procedures.
- **Punctuality and Reliability:** Employee is expected to be available during specified work hours to perform promptly and properly. Employee should be reliable, trustworthy and persistent.
- **Effectively Coordinates Action:** Employee is expected to make and manage agreements within and across departments.

- **Trustworthy:** Employee is expected to be sincere, reliable, and competent and to foster and build trust and work to rebuild trust when it is broken.
- **Commitment to Practice Community Engagement Agreements:** Commitment to upholding and practicing the organization's community engagement agreements to foster effective communication, collaboration, and an inclusive environment.
- **The physical requirements:**
  - Ability to maintain a stationary position at a desk/workstation for extended periods, using a computer, and performing repetitive arm/hand motions such as typing and operating a mouse.
  - Sufficient visual acuity for viewing computer monitors and reading digital text/data.
  - Ability to effectively communicate verbally in English, including speaking clearly and comprehending spoken words and conversations.
  - Must be able to occasionally lift and carry approximately 15 pounds.

### **Center for Action and Contemplation’s EEO Statement**

The CAC believes that diversity makes us better. The CAC welcomes and values the diversity of age, race, color, national origin, ancestry, religion, gender and gender identity, sexual orientation, family medical history or genetic information, pregnancy, parental status, military service, veteran status, citizen status, political affiliation, disability status, or any other non-merit-based factor.

### **Location and Salary**

The salary for this position is \$138,000-\$153,000. CAC salaries are one part of a generous total rewards package that also includes industry-leading flexibility, benefits, and paid leave. Salaries are established based on a grade system designed to ensure competitiveness with industry standards as well as pay equity. Final salary will be determined based on the specific qualifications of the candidate in relation to the salary grade and predetermined criteria.

This role is remote in the United States with a preference for this leader to be based in the Albuquerque area. CAC provides relocation assistance.

### **To Be Considered**

Please submit your resume and cover letter expressing your interest in the position and fit for the role via the "[Become a Candidate](#)" button. Letters may be addressed to Martens Roc.

Applicants applying by March 24<sup>th</sup>, will be given priority consideration, with the position open until filled.

*GoodCitizen has been exclusively retained by The Center for Action and Contemplation to lead this search. For questions, please contact:*

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