



## **Cru Missionary Order Job Description**

**Job Title:** Sightline-Director of US Partnerships

**Business Title:** Sightline-Director of US Partnerships

**Job Code:** MISESL-Mission Expansion Staff Leader

**Ministry & Team:** Sightline/Mission Expansion

**Reports to (position not person):** VP of Mission Expansion

**Location:** Plano, TX or Orlando, FL (hybrid) or Remote

**Created By:** Zack Wilson 06/22/2025

**Approved By:** Vivian Bailey 06/24/2025

### **Role Description:**

The Director of U.S. Partnerships ensures the effective delivery of Sightline's offerings to U.S. audiences by cultivating strategic relationships and equipping partner ministries. Overseeing a team of Ministry Representatives, this role bridges organizational strategy with field implementation, translating Sightline's mission into meaningful connections across Cru divisions, churches, and ministry networks.

This individual plays a central role in building trust, navigating alignment across Cru's divisional and national leadership, and stewarding resources and relationships that multiply impact.

### **Our Mission:**

Our mission is to win, build, and send Christ centered multiplying disciples who launch spiritual movements.

### **Cru Missionary Expectations:**

As a Missionary Staff Member of the Cru religious order, the individual performing this role holds a position of spiritual leadership and is expected to seek to live a life that is holy and that follows Jesus' teachings and example of love and humility, considering the interests of others ahead of their own. They are expected to carry out this role in a manner that seeks, individually and with others, the guidance of the Holy Spirit through prayer. Practically this entails:

- Actively and intentionally growing in his or her Christian faith.
- Exhibiting Christian character through attitude and conduct with others in the workplace and in daily life as outlined in the 'Missionary Staff Rights and Responsibilities' section of the employee handbook.
- Expressing a dependence on the Holy Spirit in the performance of his or her duties.



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- Take, diligently keep, and annually affirm the Cru Religious Order Vows.
- Practicing, teaching, and equipping others to practice evangelism, discipleship, dependence on the Holy Spirit, confession of sin, and worship and praise, contributing to the fulfillment of the Great Commission.
- Engaging in Bible study, prayer, training and development, most frequently with your team, but as Cru requires as well.

### **Job Duties:**

#### **Strategic Leadership**

- Analyze the U.S. ministry landscape—including Cru divisions, Christian schools, church networks, and peer organizations—to develop and execute a strategic plan for expanding the reach of Sightline's tools, resources, digital content, and events through high-impact partnerships.
- Partner closely with the Vice President of Mission Expansion to align with Cru's broader strategy, priorities, and initiatives, proactively identifying opportunities to collaborate with field leaders and meet real-time ministry needs.
- Become a strong advocate for Sightline's content by developing fluency in our offerings and equipping the team to present them with clarity and context. Ensure partnerships are rooted in both real understanding and relationship.

#### **Partnership Building**

- Establish and deepen high-trust relationships with influential leaders in Cru, Christian education, church networks, and parallel organizations for mutual encouragement and collaboration.
- Represent Sightline at key gatherings, conferences, and events as both a ministry ambassador and ally.

#### **Team Leadership**

- Provide coaching, support, and accountability to direct reports through regular 1:1s, team meetings, and the staff development cycle.
- Create clarity on team roles, regional strategies, and individual goals.
- Foster a spiritually vibrant, high-performing team culture aligned with Sightline's values and the broader Mission Expansion vision.

#### **Other Functions**

- Oversee team workflow, project timelines, and goal tracking through systems like Asana and Salesforce.
- Contribute to impact reporting and donor communications by capturing meaningful stories and ministry outcomes.



### **Financial Stewardship:**

- Cru Religious Missionary Order Staff are expected to maintain a positive balance in their staff account, properly administer financial resources, and communicate consistently with his/her ministry partnership team.

### **Other Functions:**

- Demonstrate and model personal spiritual discipline and assist in development of an environment on the team where individual team members grow in their own Christian walks.
- Personal development - engage in the Staff Development process including creating and implementing a Personal Development Plan (PDP) targeting areas of growth.
- Perform related duties or special projects as assigned
- Attend the Ministry's bi-monthly staff meetings, weekly team meetings, weekly prayer times, biennial retreat and Cru semi-annual days of prayer

**Supervisory Responsibilities:** 5-7 reports. Engage in ongoing leadership development through intentional coaching, stretch assignments, and feedback loops including Quantum workplace.

### **Knowledge of:**

- Cru's U.S. organizational structure, ministries, and strategic priorities (or demonstrated capacity to learn)
- Ministry partnership development, content distribution, and resource deployment in church, campus, or parachurch settings.
- Microsoft Excel, Word, PowerPoint, Google Suite (Advanced).
- Asana, Salesforce, and digital tools for workflow and reporting (Intermediate preferred).
- Supervisory practices, strategic planning, and cross-functional collaboration.

### **Skills & Abilities Preferred:**

- Lead a team effectively in a changing environment.
- Analyze situations accurately and determine an effective course of action.
- Continue learning necessary technical skills in various platforms.
- Establish and maintain cooperative and effective working relations with others.
- Learn, apply and explain policies, procedures, rules, and regulations.
- Maintain accurate records and files.
- Meet deadlines with minimal supervision
- Multi-task in a fast-paced environment
- Organize work effectively
- Perform tasks with extremely close attention to detail
- Plan and organize work effectively.
- Strong communication skills



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- Strong problem solving and organizational skills
- Travel as needed
- Work as part of team
- Work independently with little direction or supervision

**Education & Work Experience Required:**

5 and 10 respectively.

- Undergraduate college degree or equivalent
- At least 3-5 years of leadership experience
- Marketing and communications experience preferred
- Wide relational network within Cru, across various divisions, helpful and preferred

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**PHYSICAL DEMANDS/ABILITIES:**

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel; and talk and/or hear. The employee frequently is required to walk and sit. The employee is occasionally required to stand and reach with hands and arms. The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision.