



LEADERSHIP SEARCH ANNOUNCEMENT

For more than 100 years, Lutheran Hour Ministries (LHM) has been a trusted resource in global media that equips and engages a vibrant volunteer base to passionately proclaim the Gospel with people around the world more than 195 million times each week.

Over recent decades, LHM has globally shared Christ's love with the world through a proven approach of identifying and equipping local laypeople to build their presence and impact using specific strategies and tactics contextual to the culture and language in which they serve.

Today, LHM has begun establishing a multidivisional global mission rooted in localized regional leadership. Lutheran Hour Ministries in Asia is seeking its first regional president, to provide leadership to Asian ministry centers from a regional base in Singapore.

Interested candidates are encouraged to read the Position Description and Background Document and submit the following to LHMrecruitment@LHM.org:

- Cover Letter,
- Detailed CV/resume,
- Statement of faith, and
- Contact information for three references (name, relationship, email, phone number)

Application deadline is September 15, 2024. Shortlisted candidates will be interviewed in November and December, 2024, with an anticipated start date in early 2025.



POSITION DESCRIPTION for PRESIDENT OF ASIA MINISTRIES

Lutheran Hour Ministries (LHM) passionately proclaims the Good News around the world – the gospel is shared with people more than 195 million times each week. LHM is seeking a dynamic, mission-minded professional to lead and develop LHM’s Asia regional ministries to fulfill its mission of *Bringing Christ to the Nations—and the Nations to the Church*.

Today, LHM is transitioning from a North America-based ministry to a Global organization with regional leadership to enhance and expand outreach. LHM Global is eager to identify the new LHM Asia president to advance ministry development by tailoring efforts to the unique needs and opportunities within Asia.

Reporting to the International Chief of Staff on behalf of the Global CEO, the President of Asia Ministries is responsible for developing and leading the vision of ministry in Asia, fully aligned to the mission and ministry philosophies of LHM Global. The President oversees the regional strategic plan, focused on delivering a contextualized ministry model in each country or people group.

Major Responsibilities:

1. **Oversees the regional strategy in alignment with the Global strategy of LHM.** Provides leadership, energy, and direction to develop a comprehensive Asia multiyear strategic plan, annual operational plans, and budgeting.
2. **Serves as direct supervisor and servant leader for Asia Ministry Center Directors.** Manages the day to day management of the ministries in the region, including international travel.
3. **Forms and manages Advocacy board for Asia region.** Engages board members for prayer support, ministry consultation, financial support, and to actively assist in and fundraising for the region.
4. **Develops regional fundraising strategy and execution.** Actively participates in external constituent engagement activities as the chief spokesperson and fundraiser for the region.
5. **Serves as a member of the LHM Global Forum.** Engages with Global office and regional presidents to align LHM’s evangelistic model and strategically advance ministries.

Minimum Qualification Requirements:

- Proven leader in multi-national or international setting, including cross-cultural collaboration.
- Demonstrated success leading large constituent-based organizations.

- A dynamic, energetic and visible leader, with the ability to motivate, energize, inspire the respect of others, and create a culture of collaboration, teamwork and results.
- Commitment to passionately represent the Lutheran Hour Ministries mission, vision, and values.
- Professional English ability; proficient with written and spoken English.
- Professional degree or certification.
- At least 10 years of management level experience in progressively responsible positions.
- Acts in a manner consistent with Scriptures and the Lutheran Confessions.



Billions of people have yet to hear the saving message of Christ. The urgency of the Gospel is real. For more than a century, Lutheran Hour Ministries (LHM) has spearheaded global media ministries that equip and engage a vibrant volunteer base to passionately proclaim the Gospel, *Bringing Christ to the Nations—and the Nations to the Church*.

LHM is embracing a strategic shift from a historical ministry approach as a North American-based mission organization that also does work internationally to a **global mission organization that also works in North America**.

Ministry Strategy and Impact

Over the past decade, Lutheran Hour Ministries has prayerfully developed a strong, future-focused global evangelism ministry model, which harnesses new research, opportunities and resources to fulfill its mission and vision.

LHM utilizes media to bring Christ to places where, oftentimes, no other Christian evangelistic organizations are present. In each ministry, annual goals are set and performance is tracked to strategically bring the Gospel to as many people as possible. LHM takes seriously the intentionality and measurement of ministry impact. The organization tracks four key performance indicators (KPI) that have been shaped over years of ministry development.

Reach - A reasoned estimate of the number of times people experience the Gospel through one of our outreach programs, activities, or materials weekly.

Response - When someone intentionally provides contact information to allow LHM to follow-up as a result of engagement with an LHM outreach program or product.

Referral - When a person is referred, with his/her consent, to a Christian community (congregation, local outreach team or volunteer, etc.) committed to providing further teaching, counseling, or spiritual care.

Equip - When Christians complete an LHM ministry activity for the purpose of being equipped to more effectively share the gospel with others in fulfillment of the Great Commission.

Over the next five years, by 2029, LHM Global has set collective goals to increase:

- Weekly **Reach** from 195,000,000 times to 375,000,000 times—a 92% increase.
- Annual **Responses** from 1,800,000 engagements to 2,800,000 engagements—a 55% increase.

Regional Ministry in Asia

Globally, LHM utilizes media in more than 60 countries. The gospel is shared with people more than 195 million times each week. At this time, there are LHM Ministry Centers in 10 countries in Asia and one expansion ministry: Cambodia, India, Indonesia, Laos, Malaysia, Myanmar, S. Korea, Sri Lanka,

Thailand, Vietnam, and Nepal respectively. The Gospel is proclaimed through a ministry model that identifies and equips local laypeople to use evangelistic strategies contextual to their own culture.

Asia Regional Advocacy Cabinet

God invites His children to be a part of His saving work through Jesus, as the body of Christ. We respond to His saving love by becoming involved in God's mission. LHM believes its constituency are gifts from God with gifts to share. The purpose of the regional Advocacy Cabinet is to support the work of the LHM Asia President and involve believers in furthering His mission.

Members of the Advocacy Cabinet voluntarily use their gifts to expand the reach of the Gospel and actively engage believers to support the mission in the Asia region. The Advocacy Cabinet will serve as a sounding board for the LHM Asia President by sharing ideas and offering support in various capacities. As well, the Advocacy Cabinet will be called upon to encourage prayer support and volunteer involvement, and actively assist in fundraising initiatives to support the Asia region.

Asia Regional Fundraising

LHM believes in building sustainable models for ministry. Around the world, local fundraising efforts will add a level of increased commitment, further strengthening the local ministry model already in place. The expansion of ministry in Asia, led by the Asia President and supported by the Asia Regional Advocacy Cabinet, will be bolstered by local fundraising in Asia.

Global Office and Regional Presidents

LHM's Global office in North America provides overarching organizational support for the regional presidents. Regional presidents will engage with the Global CEO, International Chief of Staff, and Global officers, through the LHM Global Forum, to strategically align and advance Gospel proclamation.

Initiated in 2023, this multi-year transformation to become a multi-regional global mission is developing with the establishment of the first localized, regional leadership in Asia. The new model is expected to foster significant increases in organic global impact through local leadership in world regions, the addition of a new ministry expansion model (International Internship Program), increased digital ministry, intentional partnership opportunities, and local advocacy support with revenue generation.

Ideal Candidate

LHM is seeking an exceptional Christian leader to serve the Asia region as its first president. The ideal candidate brings a track record of servant leadership, business acumen, and visionary thinking into the region and ministry offices. A combination of passion for sharing the Good News about Jesus Christ with an excellence in organizational administration is critical.

The regional president will thoughtfully engage and collaborate with fellow regional presidents and LHM's Global officers. The regional president must possess keen interpersonal skills to guide cross-cultural management and decision making. The candidate's leadership will strategically realize LHM's Key Performance Indicators: Reach, Response, Refer, Equip to fulfill its mission and vision.