

Position Brief for

The Word Among Us (TWAU)

For the position of Director of Strategic
Initiatives and Technology

June 4, 2025



Contact Information

Derek Wilkinson
Partner & Practice Area Leader
+1 (202) 320-2660
derek.wilkinson@odgers.com

Odgers
1100 Connecticut Avenue NW, Suite 800
Washington, DC 20036

Tristan Nelson
Senior Associate
+1 (240) 626-7395
tristan.nelson@odgers.com



About The Word Among Us

The Word Among Us is a Catholic nonprofit publishing organization committed to helping people around the world encounter Jesus Christ more deeply through daily Scripture reflection and prayer. Rooted in the rich traditions of the Catholic Church, our devotional content is designed to foster a personal relationship with God, empowering readers to live lives guided by the Holy Spirit.

Founded with a clear spiritual mission and a deep sense of purpose, The Word Among Us is the largest Catholic devotional in North America, serving over 600,000 print subscribers and an additional 1 million readers via our digital platforms. Our reach extends well beyond individual subscribers—we also serve parishes, university campuses, military bases, prisons, and crisis pregnancy centers, offering free subscriptions that bring comfort, hope, and truth to people in all walks of life.

At its core, The Word Among Us is both a ministry and a media organization. We operate with the rigor and discipline of a modern publishing company, while remaining grounded in our mission to spread the gospel. We've made significant investments in digital platforms—our content is accessible via a print magazine, iOS and Android apps, website, and international distribution channels—and we are actively seeking to connect with a new generation of readers.

The culture here is thoughtful, relationship-driven, and rooted in faith. We value servant leadership, humility, and collaboration. While decisions are often made with mission in mind, we recognize the need for strategic foresight to sustain and expand our impact. This is a place, however, where the ultimate goal is always the same: to bring more people into a living encounter with Christ.



The Position

We are seeking a strategic, creative, analytically minded, and tech-savvy individual to serve as our Director of Strategic Initiatives and Technology. This is a pivotal, high-impact role for someone who is eager to grow, solve complex problems, and help steward the mission of *The Word Among Us* through a period of meaningful transition. The person stepping into this role will play a central part in shaping the operational backbone of the organization, working closely with senior leadership to uncover opportunities for greater efficiency, stronger alignment, and sustained growth.

This is not a narrowly defined position—it's broad, cross-functional, and entrepreneurial by nature. We're looking for someone who thrives in ambiguity, who gets excited by the challenge of figuring things out, and who wants to be part of something bigger than themselves. You'll be a trusted partner to the CEO, helping to carry forward major initiatives in technology, systems integration, process improvement, and cross-departmental collaboration. This is a place where trust is earned through transparency and integrity. Healthy disagreement is welcomed and encouraged as part of a collaborative decision-making process, fostering an environment where diverse perspectives are valued and the mission always guides our work. As we prepare for the future, this person will help ensure continuity, innovation, and a high-functioning internal culture.

The ideal candidate is both a big thinker and a doer—someone with the ability to zoom out and see the big picture while also getting into the weeds and executing with precision. You bring a blend of operational rigor and creative thinking. You're someone who can connect dots across people, teams, and systems; who sees not just how things work, but how they could work better. You have experience spanning operations, technology, and ideally some exposure to publishing, media, or marketing, and you approach your work with humility, curiosity, and a commitment to collaboration.

LOCATION & REMUNERATION

Location: Frederick, MD (Hybrid or On-Site Preferred)

Salary Range: \$150,000 to \$200,000 base



The Candidate

RESPONSIBILITIES:

- Provide cross-functional leadership to ensure clarity, coordination, and execution across teams
- Lead and manage strategic projects including app strategy, print/digital transitions, and internal systems improvements
- Guide the company's technological evolution, working across departments and with external vendors to advance digital strategy and infrastructure
- Conduct marketing analysis and leverage data to inform decision-making, uncover trends, and monitor performance
- Identify and assess new opportunities and risks, including those that are undefined or emerging
- Support and execute strategic initiatives that align with long-term mission and business objectives
- Collaborate effectively with teams in operations, editorial, marketing, development, and finance
- Integrate insights and align strategies across functions to support innovation and long-term sustainability

EDUCATION & EXPERIENCE

- Bachelor's degree: preferred fields include Business Administration, Marketing, or Information Systems/Management Information Systems (MIS)
- An MBA or other relevant advanced degree is a plus
- Equivalent professional experience may be considered in lieu of formal education
- 10+ years of professional experience with a blend of operations, marketing, and technology responsibilities
- Demonstrated leadership in a cross-functional or generalist role
- Expert-level Excel skills and high comfort working with data, dashboards, and performance metrics
- Strong strategic planning and analytical thinking skills
- Demonstrated experience in successfully managing cross-departmental software/technology projects to meet organizational needs
- Excellent communication, organizational, and problem-solving abilities



Director of Strategic Initiatives & Technology | The Word Among Us

- Familiarity with digital transformation, publishing, or subscription-based businesses is a plus
- Strong cultural fit with our mission; Catholic faith preferred but not required

WORKING CONDITIONS:

- Indoor office environment

PHYSICAL DEMANDS:

- Extended periods of time sitting at a computer
- Talking on phones, meeting online for extended periods

BENEFITS:

The Word Among Us offers a generous and comprehensive benefits package, which includes medical, dental, vision, life, AD&D, LTD, LTC, HSA, 401k, annual discretionary bonuses, fitness reimbursements, PTO, and 13 paid holidays.

DISCLAIMER:

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Duties and activities may change, or new ones may be assigned at any time with or without notice.



About Odgers

Odgers was founded in 1965. We offer integrated executive search and leadership advisory services through our 59 offices in 33 countries. During our 60-year history we have developed functional and sector expertise and built a global network of relationships. We are deeply rooted in our local markets, which we combine with global perspective and reach, enabling us to serve clients across six continents.

What we do matters; our work impacts peoples' lives and drives our clients' success. It is a privilege to help build the world's best leadership teams, a trusted role we never take for granted.

This ethos underpins our commitment to our clients and candidates and motivates our colleagues to strive for excellence in all we do.



Where Leadership Matters.