



# R E A C H

Ramesh Richard Evangelism and Church Health

## Position Specifications

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*USA Director*

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Ramesh Richard Evangelism and Church Health

Dallas, Texas

CONFIDENTIAL

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**Title:** USA Director  
**Organization:** RREACH  
**Location:** Dallas, Texas  
**Website:** <https://rreach.org>

## **ORGANIZATION**

RREACH is a ministry that serves as an extension of the gifts and calling of Dr. Ramesh Richard. Founded in 1987 to carry out his calling and gifting, the ministry envisions changing the way One Billion Individuals *think and hear* about the Lord Jesus Christ.

Dr. Richard carries a strategic responsibility to strengthen pastoral leaders and evangelize opinion leaders everywhere, especially in Asia, Africa, and Latin America. By reaching the leaders of the world, it is hoped that a multiplicative effect occurs so that those who are evangelized or strengthened will in turn affect the lives of many others for God's glory.

The mission of RREACH is accomplished through innovative, coordinated, and strategic ministry programs such as Media Outreach, the Global Proclamation Commission (including the Dallas Global Proclamation Academy, National Proclamation Academies, Global Proclamation Congresses for Pastoral Trainers, and Local Pastor Training Initiatives), Pastors Conferences, outreach events, online courses, and products. Other ministry initiatives are in development.

RREACH is a highly efficient, cost-effective, and value(s)-conscious ministry. It is made up of committed staff who are called to the mission, embrace the vision, and agree on the strategies of the organization. Staff strive to maintain a high degree of ministry accomplishment, excellence in operations, and adherence to principles of proper financial stewardship.

	<b>2025 Budgeted<sup>1</sup></b>	<b>2024</b>	<b>2023</b>	<b>2022</b>
<b>Total Revenues</b>	1,350,000	1,638,608	2,589,152	1,446,538
<b>Total Expenses</b>	3,007,500	2,218,399	2,913,404	1,787,943
<b>Change in Total Net Assets</b>	(1,657,500)	(579,791)	(324,252)	(341,405)
<b>Net Assets at Beginning of Year</b>	8,629,769	9,209,560	9,533,812	9,875,217
<b>Net Assets at End of Year</b>	6,972,269 <sup>2</sup>	8,629,769	9,209,560	9,533,812

<sup>1</sup>The RREACH budget on the expense side is typically “aspirational” in outlook, meaning actual expenses are likely below budget, sometimes significantly, since the actual activity often does not meet the aspirations for the year.

<sup>2</sup>Net Assets – RREACH is in the middle of a 10-year human capital campaign and has raised significant funds ahead of when they are needed, resulting in a higher net asset balance than may be expected. Further, the reduction in net assets over the previous few years is a planned spending down of those accumulated net assets.

## **REPORTING RELATIONSHIPS**

The USA Director

Reports to: RREACH President

Supervises: Vice President, Operations  
Communications  
Advancement Department  
• Coordinator of Advancement (FT)  
• Advancement Services (PT)  
• Various Contractors

Relates to: International Director  
International Staff  
Constituents  
RREACH Contractors  
Volunteers

## **GENERAL INFORMATION**

### ***Position Overview***

The USA Director must have a deep sense of divine conviction and calling to vocational Christian ministry and specifically to RREACH and the ministry of Dr. Ramesh Richard as well.

This role is based in the Dallas area and the USA Director must reside in the Dallas Metro area

He/she will serve as the internal leader of RREACH and is entrusted with increasing and managing both financial and human resources to ensure the organization's 1) financial sustainability, 2) operational efficiency, 3) succession readiness, and 4) organizational development, along with additional duties assigned by the President. The USA Director will represent the organization in a professional manner, exhibiting personal and ministry integrity, financial transparency, and seeking to glorify God at all times.

Under the oversight of the President, the USA Director will be responsible for the internal stewardship of the ministry (systems, sustainability, succession, and development) and will nurture a high-functioning collaborative partnership with the International Director who leads the ministry's external impact - partnerships, programs, advocacy, ministry reach, etc.

Qualified candidates must have the willingness and ability to travel within the U.S. and to any country as needed. Some ongoing domestic and international travel will be required.

### ***Position Objective***

The USA Director is to provide outstanding, effective, and innovative organizational leadership and oversight, overseeing strategic planning for the ministry and managing the US office to support field operations, thus ensuring effective and efficient implementation in all areas supporting the vision and mission of the organization. His/her overall objective is to safeguard RREACH's purpose (vision, mission

and strategies), aligning internal financial and human resources to its mission while building systems for sustainable leadership beyond the current President.

### ***Position Description, Specific***

- Financial sustainability
  - a. Oversees and leads all Advancement efforts, including communications, public relations, fundraising, volunteers, church relations, foundations, and raising prayer to sustain mission growth
  - b. Oversees and engages in fundraising efforts, donor relations, and stewardship practices, ensuring all needed funds are raised
  - c. Seeks out, meets with, and develops donor relationships with individuals, churches and foundations
  - d. Develops and implements major, mid-level, and overall donor giving strategies
  - e. Strengthens volunteer pipelines
  - f. Develops and implements overall communications strategies
  - g. Manages and refines the organization's branding and plans for strategic branding updates during planned transitional periods
- Operational efficiency
  - a. Ensures staffing levels are at a level to maximize effectiveness and minimize overlap and inefficiencies
  - b. Effectively leads the organization and ensures the structure is efficient
  - c. Monitors key performance metrics to improve operational impact
  - d. Leverages technology and data to track performance and strengthen decision-making
  - e. Designs and manages processes, policies, and systems that maximize the effective use of resources
  - f. Coordinates across departments to reduce redundancy, streamline workflows, and improve accountability
- Succession readiness
  - a. Develops internal leadership to effectively plan for and enact organizational transitions
  - b. Seeks out and recruits key personnel to assist with organizational transitional needs
  - c. Prepares the organization for future leadership transitions by strengthening governance and continuity plans
  - d. Mentors emerging leaders and ensures critical roles are clearly defined with sustainable pipelines
- Organizational development
  - a. Assesses and improves systems to shape internal culture and capacity of team through recruitment, training, and staff care
  - b. Builds structures that encourage innovation, collaboration, and alignment with RREACH's global purpose
  - c. Champions value(s)-driven growth that enhances both staff morale and organizational impact
  - d. Ensures the ministry is positioned for growth and resilience over time
  - e. Keeps the organization future-ready by making sure it is healthy, growing, and mission-aligned over the long-term

## **GOALS & EXPECTATIONS**

During the first year, the new USA Director will need to establish credibility as a spiritual servant among leaders and a strategic leader among servants, gaining in-depth insights into RREACH and establishing a direction for continuous improvement in organizational health as outlined in the Position Overview and Description. In addition, specific goals that have been identified as measures of success for the first 12 to 18 months include:

### First 30 days:

- Accompany Dr. Richard for a minimum of four appointments with key constituents to gain insight into the reasons individuals value the ministry of RREACH.
- Review current revenue model and historical trends and begin formulating short-term development goals, including setting up a defined number of in-person visits with constituents to occur during the first six months, in collaboration with Dr. Richard.
- Establish a regular cadence for one-on-one meetings with Dr. Richard, the International Director, and the Vice President, Operations.
- Establish a regular cadence for meetings with Communications and Advancement teams.
- Review and gain clarity on recent decisions made by the Ministry Directorate for Organizational Health, Legacy Impact, and Ministry Growth.

### First 90 days:

- Join Dr. Richard and/or Robby Richard for an international trip to gain more understanding of RREACH's ministry.
- Spend time with direct reports to learn their strengths, passion for the ministry, and skills they utilize within the organization.

### First 6 months:

- Provide a gap analysis for skills needed to ensure operational efficiency, and a plan to achieve this.
- Work alongside Dr. Richard to define the highest priorities to ensure succession readiness across the organization.
- Present a Development Strategy that includes successful formats used previously by RREACH as well as new approaches for the organization.
- Refine as appropriate decisions made by the RREACH Directorate for Organizational Health, Legacy Impact, and Ministry Growth.

### First 12 months:

- Assess current systems and present recommendations with cost estimates for changes needed in accounting, donor management, organizational communication, project planning, and other areas to maximize efficiency and ensure scalability.
- Join Dr. Richard and/or Robby Richard for a minimum of two international trips within first 12 months.
- Create a Communications strategy that includes Internal and External Communications.

### First 18 months:

- Using previously determined metrics and considering current international situations, determine where pivots may be necessary for future sustainability.
- Refine Development and Communications strategies as needed to undergird the Ministry.

## **CANDIDATE PROFILE**

The following describes many characteristics of the ideal USA Director candidate for RREACH:

### ***Education/Credentials***

- Degree in Business or other applicable field
- Theological training ideal but not required
- Advanced degree preferred but not required

### ***Experience/Skills***

- Executive with leadership and managerial experience – successful leadership of a ministry is ideal but not required
- Proven ability to effectively engage and build relationships with constituencies to raise funds for the ministry
- Demonstrated ability to manage complex organizational initiatives, especially in a transitional period and in a founder-led ministry
- Ability to manage and develop staff and organizational activities effectively with limited resources
- An international worldview with cross-cultural awareness, sensitivity and experience
- Track record of fiscal accountability and budget discipline
- Experience with growing and structuring ministries/organizations effectively, including integrating systems and processes

### ***Personal Characteristics***

- Born-again Christian who seeks an ever-closer relationship with our Lord Jesus Christ
- Reflects the characteristics of our Lord Jesus Christ in life and family
- Committed to and regularly participates with an evangelical body of believers
- Committed to and regularly seeks to grow spiritually through Bible study and prayer
- Exhibits characteristics of honesty, integrity, accountability, maturity, and morality
- Maintains high standards of excellence in all professional duties
- Exhibits strong and effective leadership, management, and communication skills while maintaining humility
- A lifelong, eager learner
- A collaborative leader who works well with peers and team members
- Represents the ministry vision and mission to the public in an effective and engaging manner

For more information, please contact:

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