



DIRECTOR OF SENDING

Department: Engagement (Mobilization)

Reports To: Chief Advancement Officer

Status: Full-time, Support-Raised Missionary Position

Location: Hybrid/Remote (Michigan or Great Lakes area-preferred)

Travel: Estimated 25–35% domestic; occasional international

JOB SUMMARY

The Director of Sending is leading SEND's missionary pipeline by cultivating pathways that help individuals, churches, and ministry networks serve cross culturally for short-term learning and long-term church planting among the unreached. This role oversees the systems, relationships, and team responsible for guiding prospective missionaries from initial exploration to appointment and deployment.

Working collaboratively across the U.S. Office, International Office, and receiving fields, this leader will strengthen SEND's ability to identify, disciple, assess, and deploy healthy individuals and teams in alignment with SEND's new, bold Vision 203 by 2033.

This position is both deeply relational and highly strategic; requiring a shepherd's heart, a systems mindset, and a passion for helping the Church send well.

KEY RESPONSIBILITIES

Leadership of the Sending Strategy

- In collaboration with the Chief Advancement Officer, help develop SEND's U.S. strategy to increase missionary appointments and deployments.
- Execute SEND's U.S. sending strategy by leading the systems, relationships, and pathways that guide prospective missionaries from exploration to appointment.
- Assist in developing clear annual objectives and measurable outcomes aligned with sending priorities.
- Strengthen and scale engagement systems that support the missionary journey.
- Identify emerging trends among younger generations and adapt engagement strategies accordingly.

Lead the Engagement Journey

- Oversee the full candidate pipeline and stages of engagement for short and long-term sending.
- Oversee SEND's short-term strategy as an integrated pathway into mid-and long-term service.
- Ensure a smooth, relational, and efficient experience that serves both candidates and their sending churches.
- Work cross-functionally to improve internal systems, workflows, and communication to reduce friction and increase clarity.
- In collaboration with member care and training departments, establish strong discernment and assessment practices to improve candidate readiness and long-term retention.
- Lead the Missionary Appointment Committee which appoints candidates to mid or long-term service.
- Ensure clear processes in working with global receiving partners through MOU's.

Church, Network & Partner Engagement

- Assist in building and strengthening relationships with churches, universities, and strategic ministry partners for candidate identification.
- Assist in expanding SEND's visibility among key sending networks, especially with next-generation leaders.
- Manage relationships and MOU's with key global receiving partners ensuring theological alignment and the ability for missionaries to be "sent well and serve well".

Team Leadership & Development

- Lead, coach, and develop the Engagement Team consisting of four Mission Coaches, Short-Term Coordinator, Church Engagement Catalyst and Project Manager.
- Foster a culture of prayer, trust, excellence, and relational care.
- Monitor and evaluate coach portfolios, ensuring timely response and addressing any gaps or issues that prevent candidates from taking their next steps.
- Strengthen team capacity through training, field exposure, and strategic alignment.
- Ensure healthy communication rhythms across the Engagement Team and other departments.
- Assist in developing and managing department budget.

Field Collaboration & Alignment

- Build strong communication rhythms with field leaders to understand personnel needs and ministry opportunities.
- Collaborate with field leaders to co-create short-term opportunities that meaningfully engage NextGen and align with field priorities and long-term engagement.
- Participate in field visits and SEND training environments to maintain firsthand understanding.

Support Raising & Ministry Partnership Development

- Maintain a healthy personal support team in keeping with SEND's missionary model.
- Participate in Ministry Partner Development (MPD) training and accountability.
- Model healthy support-raising practices for others.

QUALIFICATIONS

Spiritual & Character

- Demonstrates spiritual maturity, prayerfulness, humility, and dependence on God.
- Strong alignment with SEND's doctrinal commitments, mission, and values.
- Passionately articulates and affirms the role of the local church in global missions.
- Active participation in a local church body.

Experience

- Minimum 3-5 years of cross-cultural ministry or global missions experience preferred.
- Demonstrated leadership experience in missions, church ministry, or organizational development.
- Experience in recruiting, coaching, or guiding people into ministry.
- Experience working with a sales funnel
- Experience in support-raising.

Competencies

- Strong relational intelligence and trust-building ability.
- Strategic thinker with strong organizational and systems skills.
- The ability to work cross-functionally in a matrixed global organization.
- Excellent verbal and written communication.
- Ability to lead through influence.
- High emotional intelligence and discernment.
- Ability to innovate while preserving organizational culture.
- Strong communicator and comfortable presenting in churches, ministry conferences and on college campuses.
- Comfortable with CRM systems, digital communications, and candidate management tools (Salesforce, M365 suite, Epistle).

SUCCESS IN THIS ROLE WITHIN 3 YEARS

- Increased short and long-term missionary appointments by 30%
- Improving conversion rates throughout the recruitment to appointment journey.

- Stronger partnerships with churches and ministry networks (bible colleges, seminaries, Cafe10/40, LaunchGlobal, etc.)
- Improved alignment between U.S. engagement efforts and field needs.
- A thriving Engagement Team marked by spiritual health, collaboration, and excellence.

All interested candidates please send a resume to Kim Avis, HR Coordinator, kavis@send.org.

SEND is an interdenominational, multinational Christian mission organization with over 425 missionaries in more than 20 areas of Asia, Europe, Eurasia and North America. Our mission is to mobilize God's people and engage the unreached in order to establish reproducing churches.

SEND is a 501(c)(3) nonprofit religious organization dedicated to promoting the Christian faith through church planting among the unreached. It reserves the right to hire individuals for job positions which share our Christian faith and are in alignment with our Statement of Faith and Doctrinal Perspectives, in accordance with applicable laws.