

CHIEF CREATIVE OFFICER

TIME OF GRACE

MILWAUKEE, WISCONSIN



TIME OF GRACE®

Time of Grace Mission:

Time of Grace exists to point people to what matters most: Jesus.

Time of Grace has partnered with Spano Pratt Executive Search to identify their new Chief Creative Officer. For a confidential conversation and to learn more about this opportunity, please contact Dave Gromacki or Lindsey Kriete.

Spano Pratt Executive Search Contacts:

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THE ORGANIZATION

Time of Grace exists to point people to what matters most: Jesus. Using a variety of media (television, radio, podcasts, print publications, and digital), Time of Grace teaches tough topics in an approachable and relatable way, accessible in multiple languages, making the Bible clear and understandable for those who need encouragement in their walks of faith and for those who don't yet know Jesus at all.

Why? Jesus said, "I am the way and the truth and the life. No one comes to the Father except through me" (John 14:6). People who believe in Jesus have what matters most for this life and for all eternity.

How? We use a variety of media such as television, radio, videos, podcasts, books, blogs, and emails to reach people where they are—both physically and in their seasons of life. We reach people who may not have heard that Jesus is the only way to be saved by making our resources accessible in multiple languages—with some resources reaching over 170 countries each month. We teach in an approachable and relatable way without losing the wisdom and truth of the Bible.

What? We examine and teach the tough topics people might have questions about such as gender, suicide, marriage, substance abuse, divorce, and sexuality in a way that reveals God's truth as well as his tenderness. We make the basic truths of the Bible clear and understandable for those who do not know Jesus. We teach in an approachable and relatable way without losing the wisdom and truth of the Bible.



POSITION OVERVIEW

The Chief Creative Officer (CCO) is an executive leader responsible for guiding the ministry's content creation by casting vision and overseeing the way content creators proclaim the good news of Jesus. This authoritative position oversees a multidisciplinary, multilingual content engine that includes video production, social media, graphic design, and book publication according to the ministry's strategic

plan, mission, vision, and brand promises. The position's KPIs (key performance indicators) measure, both quantitatively and qualitatively, how effectively content points people to Jesus and indirectly contributes to revenue growth that supports expanded content ministry.



CORE RESPONSIBILITIES AS CHIEF CREATIVE OFFICER

Key Leadership Responsibilities -

Executive Leadership: Participates on the leadership team to align creative and publishing output to achieve the agreed-upon strategic plans.

Content Development: Oversees the workflow that is a multilingual, multigenerational, and multidisciplinary content engine, engaging our newly created audience persona, 'Bella', and supported by donors like our donor persona, 'Daniel'.

Team Architecture: Recruits, mentors, and manages a high-capacity team, including both on-staff professionals and a network of external contractors (authors/speakers/editors).

Storytelling Fundraising: Directs our ministry's production of media to tell donors our story and share our "why?" with video, written, and social media content. Collaborates with our professional fundraising teammates.

Brand Excellence: Champions the brand and innovates the brand for effectiveness.

Creative Leadership Responsibilities -

Content Authority and Direction

- Shepherds and directs our lead speaker, Pastor Mike Novotny, and other writers, speakers, and creatives to help them build content that engages our intended audience.
- Leads the organization in selecting media channels for campaigns and initiatives.
- Demonstrates ability to understand and communicate a Christian, biblical perspective on taboo or socially controversial topics with wisdom using a variety of media and platforms.
- Generates clear concept briefs and messaging outlines that guide creative execution across teams (video, design, social, written).
- Develops a thorough knowledge of Time of Grace's content library and resources in order to leverage them in messaging and content development.
- Tells the story of the ministry's "why?", informing supporting donors and partners that "this" is the reason they give to Time of Grace. Such creative media is built for our donor persona, 'Daniel'.

Aesthetic Authority Optimized by Platforms

Leads the brand's addition of raw, authentic, and fast-paced aesthetic that's characteristic of TikTok, Instagram reels, and YouTube shorts.

Creative Innovation and Platform Expansion

Makes opportunistic, inventive decisions on new technologies and new distribution mediums, and pitches creative plans to speakers, writers, leaders, and the board of directors. Examples of ministries using new technologies and new distribution mediums to grow include: the Bible Project on YouTube, the YouVersion Bible App, TBN on TV, and Dave Ramsey's Financial Peace University curriculum.

Quality Spanish Content

- Oversees the creative adaptation of the brand for the Spanish-speaking world, ensuring visuals and tone are culturally relevant and appropriate.
- Guides the production of clear, gospel-laden content that meets people who have distanced themselves or are tired of the prevailing theologies so often found in Spanish communities.
- **Visual Courage** - Develops the branding for message series and content addressing sensitive or "off limits" topics (e.g. mental health, sexuality, addiction, politics).
- **Purposeful Design** - Uses the Time of Grace persona Bella as a guide, directing content creators to invite people to be consumers of our content, particularly people who don't believe Jesus saves.



Content Production Tasks -

Print: Leads and coaches the team of editors, contract authors, and graphic designers to produce approximately 9 high-quality books per year as well as monthly mailings and newsletters and other printed material.

Video: Leads and coaches the team of Creative Video Director, editors, contract speakers, and graphic designers to produce approximately 37 high-quality television programs per year and a number of short videos in English and Spanish.

Design: Ensures videos, mailings, book layouts, and other resources reflect a modern, premium look that stands out in feeds, video libraries, on bookshelves, and resonates with a younger audience.

Media Integration: Seeks opportunities to connect “taboo,” “Spanish,” and “Gen Z” teaching content into printed, video, audio, and digital resources, ensuring a seamless brand experience from screen to page.



QUALIFICATIONS & EXPERIENCE

Experience: 10+ years in creative leadership with specific experience in multiplatform publishing and digital media.

Portfolio: Proven ability to lead both high-end print design and disruptive digital video.

Management: Experience managing a mix of in-house staff and remote contract talent (authors/speakers/editors).

AI forward: Demonstrated use of AI to accelerate and streamline creative content development.

Eager for bilingual and multilingual ministry: Provides oversight for bilingual teammates and production of content in multiple languages. It is not necessary to speak multiple languages.

Agreement with Time of Grace's Statement of Faith, Mission, Values, and Promises (see below).

Attendance at the Time of Grace annual multiday retreat required. Retreat occurs in Wisconsin in July or August each year.



CORE COMPETENCIES & PERSONAL ATTRIBUTES FOR SUCCESS

Strategic Creative Vision & Direction

Ability to define and cast a clear, compelling content vision that aligns with mission, guides messaging, and directs execution across all platforms and teams.

Audience-Centric Content & Platform Expertise

Deep understanding of how to create, package, and distribute content that engages target audiences (especially Gen Z/digital) across video, social, print, and emerging platforms.

Cross-Functional Leadership & Team Alignment

Proven ability to lead, coach, and unify multidisciplinary teams (video, design, writing, social, contractors) while driving alignment across leadership, creative, and fundraising.

Data-Informed Growth & Performance Orientation

Strong ability to use data, KPIs, and audience insights to evaluate content effectiveness, scale what works, and drive both engagement and revenue impact.

Innovative & Courageous Change Leadership

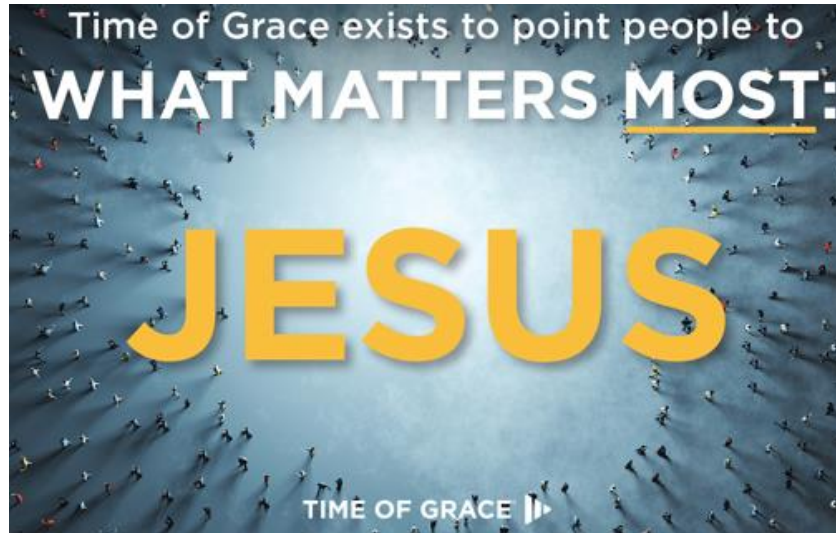
Capacity to push creative boundaries (including sensitive/taboo topics), adopt new technologies, and lead the organization toward experimentation and digital innovation while managing resistance.

TIME OF GRACE TEAMMATE CORE VALUES:

- + PURPOSE: We work for Jesus!
- + PEOPLE: We leverage strengths!
- + PLEASURE: We enjoy life together!
- + PRIORITY: We drive with data!
- + PACE: We set a healthy pace!
- + PROCESS: We seek continuous improvement!
- + PERMISSION: We go BIG for GOD!

STATEMENT OF FAITH:

- + We believe that God has acted purely out of grace to rescue sinful mankind by taking upon himself our humanity in the person of Jesus Christ.
- + We confess that Jesus lived a perfect life, died an innocent death, and bodily rose to life again in order to atone for our sin and redeem us to again live with him in heaven fully restored as God originally intended at the time of creation.
- + We believe in the triune god: father, son, and holy spirit being one holy, eternal, and indivisible divinity yet consisting of three distinct persons in this one godhead.
- + We believe that God has revealed himself to us through his word, the Holy Bible, and that the Bible is divinely inspired and without error.
- + We believe that all human beings are terminally sinful and that only through the perfect life and innocent death of Jesus Christ can anyone be saved.
- + We believe we are here on this earth to spread the good news of Jesus Christ to as many people as possible.
- + We believe that all human life is sacred and created by God in his image. We are therefore called to defend, protect, and value all human life.
- + We also believe that God wonderfully and immutably creates each person as male and female. These two distinct, complementary genders together reflect the image and nature of God. We therefore believe that marriage is between one biological man and one biological woman.



COMPENSATION AND LOCATION

A compensation range of \$120,000 - \$160,000 is offered, along with a competitive benefits package. The position is based in **Milwaukee, Wisconsin**.

Location and Travel -

- 60% in the Milwaukee office, 40% remote
- Some weekday and weekend travel to ministry offices in Appleton, Wisconsin
- Business travel with expenses paid by the ministry

To learn more about Time of Grace: <https://timeofgrace.org/>

To be considered for this opportunity, please submit a cover letter and resume to:

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