



# TREEHOUSE

UNLEASHING HOPE IN TEENS EVERYWHERE

## Director of Strategic Partnerships

DEPARTMENT: Marketing & Communications

REPORTS TO: VP of Marketing + Communications

LOCATION: Program & Training Center/PTC - Saint Louis Park, MN

STATUS: Fulltime

CLASSIFICATION: exempt

WORK HOURS: Monday – Friday (8:30 am – 5 pm) Flexible hybrid work schedule with the option to work up to two days from home and a minimum of three days in the office. Must have flexibility to attend company events and activities.

TRAVEL: 30% outside of MN

BENEFITS: Competitive benefit package and professional development opportunities

SALARY RANGE: \$70,000-\$82,000

## ABOUT TREEHOUSE

TreeHouse is on a mission to unleash hope in teens everywhere. Through safe, grace-based environments and one-to-one mentoring, teens build resilience, form healthy relationships, establish positive coping skills, and actively plan for their futures. Transformation happens from the inside out as teens come to believe they are lovable, capable, and worthwhile. Our vision is for every teen to be rooted in the living hope of Jesus—unleashing untold potential in themselves and their communities.

TreeHouse culture includes a strong commitment to intercultural ministry, and staff are grounded in our core values (Christ-Centered, Relational, Cultivate, Resilient, Driven, and Multicultural). These things determine how we build healthy relationships with diverse populations of teens, alumni, donors, colleagues, volunteers, network sites, and the general public. TreeHouse is growing to lead the nation as a training and equipping organization in the area of mental health informed youth ministry.

TreeHouse values diversity in the workplace, we take pride in hiring a variety of candidates.

## GENERAL TREEHOUSE STAFF REQUIREMENT

By God's grace, TreeHouse staff live out Christian faith and values in ways that are consistent with the teachings of Scripture, and by participating in a fellowship of believers for spiritual enrichment, encouragement, support, and accountability.

## **JOB SUMMARY**

The Director of Strategic Partnerships will play a vital role in expanding TreeHouse's local national presence by cultivating, onboarding, and engaging churches to bring TreeHouse to their communities.

The ideal person for this role will need to understand how to build a strategy from the ground up and must be able to implement all phases of the strategy. The strategy must include measurable metrics.

This role requires a deep understanding of church culture, leadership structures, congregational needs, youth challenges, and denominational differences, ensuring effective communication and partnerships.

With preferred experience as a Youth Director and leading a TreeHouse site, this individual will leverage their knowledge of church ministry and national expansion strategies to develop outreach plans, strengthen partnerships, and equip churches with the tools needed for long-term success of implementing a TreeHouse program.

## **ESSENTIAL JOB FUNCTIONS**

### **Strategy**

- Work with TreeHouse leadership to build and create a long term strategy that can be duplicated in new church communities.
- A long term strategy must be created in phases and include market research, smart goals, metrics, and any other relevant data that can be used to inform church ministry expansion
- Create a long term strategy plan to enlarge new prospective church communities to bring TreeHouse to their community.
- Build and nurture long-term relationships with churches, pastors, and ministry leaders; through meeting with them frequently, networking, gathering leads, social media, cold calling, etc.
- Develop tailored engagement strategies for different denominations and church structures, and understand market trends, how to implement data from market trends, and report on it.
- Onboard and support new church partners, ensuring they feel equipped to launch a TreeHouse Program.
- Represent TreeHouse at church services, conferences, and faith-based events to raise awareness.
- Collaborate with regional and national church networks to expand TreeHouse's reach and presence.
- Establish a quarterly roundtable meeting to include, TreeHouse Program leaders and stakeholders to discuss mental health needs, trends, ideas, programing and to offer support
- Work closely with TreeHouse leadership to align church engagement strategies with broader organizational goals.
- Collaborate with the marketing team to create compelling storytelling content that inspires churches to join the mission.

### **Market Outreach & Growth**

- Identify high-potential churches and ministry networks for TreeHouse expansion.
- Develop specific outreach strategies to connect with churches in key growth regions. These regions and needs will vary based on community, city, rural, suburban, state, etc.

- Create church partnership roadmaps, outlining steps from introduction to full implementation.
- Work with marketing and creative teams to develop engagement materials, presentations, and digital content tailored for churches.
- Participate in speaking engagements, seminars, etc.

## Church Partner Support & Retention

- Partner with the Training/Coaching Team to create resource toolkits for church leaders.
- Partner with TreeHouse intern and volunteer leaders to cultivate future leads.
- Maintain regular check-ins with potential church partners to assess needs and offer support.
- Input new church information into database.
- Act as the first point of contact for the introduction to TreeHouse and team, and create a portfolio that will be handed off to Training/Coaching Team.
- Work with church partners to complete paperwork for onboarding.

## QUALIFICATIONS

- Mature faith in Jesus Christ which is compatible with the TreeHouse statement of faith and philosophy of ministry
- BA in Ministry, Communication, Community Outreach, Ministry Leadership
- 5+ years of Preferred Youth Ministry Experience (Youth Pastor, Ministry Director, or equivalent).
- 3+ Years with creating and implementing a strategic plan
- Hands-on experience running or working with a TreeHouse program or working with a similar youth mentoring program.
- Local & National church engagement experience, working with different denominations and faith-based networks.
- Proven ability to develop, track, measure, and execute church engagement strategies at local, regional, and national levels.
- Strong public speaking and relationship-building skills (experience presenting to church leadership teams).
- Experience planning and leading faith-based outreach efforts (church partnerships, events, or training programs).
- Ability to travel outside of MN (up to 30%) to visit church partners, attend conferences, and support expansion efforts.
- Preferred: Knowledge of working in Salesforce or in a project management software
- Excellent written and verbal communication skills
- Sound judgment and understanding of confidentiality
- Ability to manage changing priorities with a positive, collaborative attitude
- Self-motivated with ability to meet deadlines independently and as part of a team
- Excellent written and verbal communication skills
- Sound judgment and understanding of confidentiality

## COMPENSATION

- This full time, non-exempt position pays between \$70,000 and \$82,000 annually depending on experience and qualifications. TreeHouse's comprehensive benefits package for full-time employees includes; medical, dental, vision, life insurance, short-term and long-term disability, retirement plan, paid time off and employee assistance program.

If you are interested in applying for this position, please visit; [www.TreeHouseHope.org/careers](http://www.TreeHouseHope.org/careers).  
Position is open until filled.