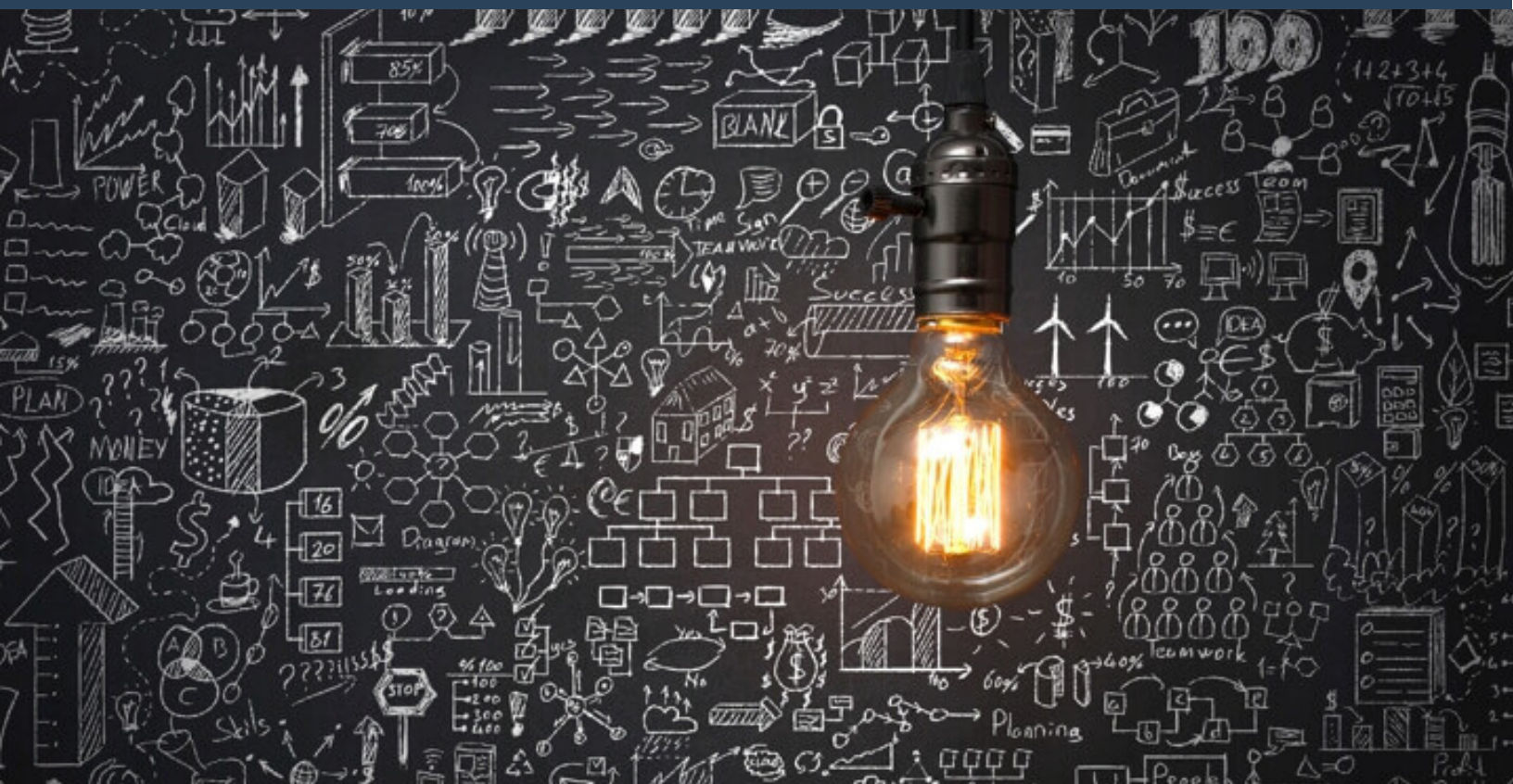


COMPANY & POSITION PROFILE

# THE LUKENS COMPANY



## DIRECTOR OF CATHOLIC MARKET SALES

MARCH 18, 2021

CATHOLIC RECRUITER ASSOCIATES

EXECUTIVE SEARCH • MANAGEMENT CONSULTING

# THE LUKENS COMPANY

## DIRECTOR OF CATHOLIC MARKET SALES

### BACKGROUND

Founded in 1986 by Walter Lukens, The Lukens Company (TLC) is an award-winning, multi-channel direct response marketing agency serving the needs of faith-based organizations, , and social advocacy groups, cultural institutions in addition to Republican political candidates, committees and causes. TLC's main office is located in Arlington, VA; their West Coast office is in Glendale, CA; and their market research division works out of their Charleston, SC office.

Their mission is to **help cause-oriented organizations make the world better by engaging and empowering the people who support them.** This means that for national nonprofit, political, and cultural organizations looking for innovative ways to effectively reach and grow their support base, TLC brings 30+ years of expertise in integrated direct response programs that deliver results. Their track record of success serving leading national and local nonprofits and political organizations is distinguished by the deep commitment of their team of professionals to their clients' missions and the communities in which they live.

The Lukens Company's unique experience in direct response marketing leverages survey research and data analytics to create integrated, multi-channel campaigns that are designed to deliver consistent results. They utilize direct mail, telemarketing and digital communications to deliver programs that are both creative and award-winning in order to help their clients achieve their goals.

They accomplish their mission through the effective use of:



#### INTEGRATED & MULTI-CHANNEL MARKETING

Direct response marketing utilizing a variety of channels and mediums to ensure that your message is not just heard by your targeted audience, but that it also inspires action in support of your mission.



#### CREATIVE MESSAGING & DESIGN

Using compelling words and powerful graphics to tell the stories that make your cause or mission impossible to ignore.



#### DATA & ANALYTICS

Harnessing the power of predictive analytics and machine learning to understand what drives people to engage and take action.



#### DIGITAL MARKETING & WEB DEVELOPMENT

Applying the latest in digital technology and marketing integration to help you reach your ideal donor base where they spend time online.



#### MARKETING RESEARCH & CONSULTING

Conducting surveys, studies, and focus group research that uncovers what your patrons are thinking and why, all in support of our informed, actionable strategic and tactical advice.



#### POLITICAL CONSULTING

TLC Political specializes in highly creative, targeted fundraising and voter contact strategies for Republican candidates, GOP Party committees, and conservative causes.

# THE LUKENS COMPANY

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With their main office located just outside of Washington, DC, The Lukens Company has 70 full-time employees, two-thirds of whom office there. Fifteen more are in their West Coast office. Their revenues in 2020 were \$42+ million, with about 65% coming from direct mail and consulting services and 35% (and growing!) coming from digital services. They are still led by their founder and CEO, Walter Lukens, along with Executive VP Seth Colton and a team of VPs who oversee Account Services, Political Services, Nonprofit (Cultural) Division, Agency Services, Data & Analytics and Art Direction.



Walter Lukens  
President & CEO

Seth Colton  
Executive Vice President

Their past and current client list – particularly in the political and cultural arenas – reads like a Who’s Who, and includes:

- American Humane
- Aquarium of the Pacific
- Art Institute of Chicago
- Basilica of the National Shrine of the Immaculate Conception
- Boston Symphony Orchestra
- California Academy of Sciences
- Cheyenne Mountain Zoo
- Contemporary Jewish Museum
- Dallas Museum of Art
- Eternal Word Television Network (EWTN)
- Georgia Aquarium
- John Thune for U.S. Senate
- Los Angeles County Museum of Art
- Martin Luther King, Jr. Memorial Foundation
- Mitch McConnell for U.S. Senate
- George Washington's Mount Vernon
- Museum of Fine Arts, Houston
- National Republican Congressional Committee
- National Republican Senatorial Committee
- National September 11 Museum & Memorial
- Natural History Museum of Los Angeles County
- New York Public Library
- Phoenix Zoo
- Portland Art Museum
- Republican National Committee
- San Francisco Museum of Modern Art
- Seattle Art Museum
- St. Petersburg Museum of Fine Arts
- Susan B. Anthony List
- Ted Cruz for President
- World Villages for Children

# THE LUKENS COMPANY

## DIRECTOR OF CATHOLIC MARKET SALES

**Job Title:** Director of Catholic Market Sales

**Reports To:** Executive Vice President

**Location:** Open. Training and periodic meetings in Alexandria, VA

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### General Summary of the Position

The Director of Catholic Market Sales is responsible for identifying those Catholic organizations who are prospects for our services and selling our services into those organizations, working with current clients to expand their use of our services and with TLC staff to develop a strategic plan for penetrating this market. Catholic diocese, religious organizations and related non-profits associated with Catholicism need to identify, communicate and engage their constituencies now, more than ever. Two key opportunities within the Catholic market today surround the continuing need to fund missions and the engagement of fallen away church goers through fresh evangelization initiatives. The Lukens Company provides the tools and experience essential to this outreach effort and provide the necessary feedback to gauge their effectiveness.

### Essential Duties and Responsibilities of the Position

- Ability to absorb our unique company culture and faith-based approach to supporting clients
- Has or can quickly gain an understanding of the structure of diocesan and other Catholic organization decision making
- Participate in company strategic plan process addressing the Catholic market and develop tactical plan to prioritize sales implementation
- Using company CRM system (Hubspot) begin process of identifying prospects, making calls and adapting approach based on real world interaction
- Communicate to EVP and others within the company resources required to maximize identification and sales engagement of high value prospects
- With EVP determine goals, budget and assessment for the first year of program
- Participates in professional conferences and trade shows that are necessary for the company to be known as a resource in the market
- Become company lead spokesperson in the Catholic market. Seek out opportunities to partner in mission-based initiatives of Catholic organizations
- Supervises and evaluates staff assigned to support market penetration
- Other duties as assigned

# THE LUKENS COMPANY

## DIRECTOR OF CATHOLIC MARKET SALES

### Knowledge, Skills and Abilities:

- Intimate knowledge of the Catholic Faith. Can “talk and walk” all aspects of the religion
- Solid sales process and track record of closing significant deals
- Quick study who can assess potential and articulate value to a conservative client base
- Collaboration and team building skills in working with multiple staff and in group settings
- Can travel (estimated 25%) to customer locations as required
- Ability to manage complex projects for tradition-driven organization
- Responsive to customer inquiries and requests

### Education and Experience:

- Bachelor Degree in Marketing or related
- 5-10 years’ experience in major account strategic selling
- 1-2 years sales management
- Creative problem solver who can identify opportunity and provide compelling solutions in an easy-to-understand way
- Respectful of the mission-based services being offered and the hierarchy of the Catholic clerical office

COMPANY & POSITION PROFILE

THE LUKENS COMPANY

DIRECTOR OF CATHOLIC MARKET SALES

- SALARY ○ Commensurate with background, education and experience.
  - APPLICATION DEADLINE ○ **May 30th, 2021**  
*(Note: We reserve the right to shorten the deadline for applications if we have sufficient interest. Please apply early to ensure your background will be considered.)*
  - FOR CONSIDERATION ○ **Please email resume to:**  
Brent Morton  
Vice President  
Catholic Recruiter Associates  
[Brent@CatholicRecruiter.com](mailto:Brent@CatholicRecruiter.com)
- Note: Only those selected for an interview with the search committee will be contacted.*

Search managed by:

CATHOLIC RECRUITER ASSOCIATES

EXECUTIVE SEARCH • MANAGEMENT CONSULTING

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