

## EXECUTIVE SEARCH



## Executive Director

SEARCH CONDUCTED BY

**STERLING | MARTIN**  
a s s o c i a t e s

## The Opportunity

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The National Congress of Parents & Teachers ([National PTA](#)) seeks an experienced, innovative, and dynamic Executive Director (ED) to lead National PTA's strategic and operational efforts and deliver value to its global membership.

The ideal applicant is a senior executive, with demonstrated experience successfully driving the strategic and innovative direction of a membership-focused nonprofit association.

The National PTA Executive Director and staff are currently operating in a hybrid work environment which is headquartered in Old Town Alexandria, VA. Candidates outside of the Alexandria area will also be considered.

## About National PTA

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Founded in 1897 as the National Congress of Mothers, National PTA is the largest volunteer child advocacy association in the country, with membership comprised of families, students, educators, and community leaders devoted to the success of children through family engagement advocacy. With nearly 18,000 local PTAs in the U.S. and abroad, National PTA's millions of members are committed to making every child's potential a reality through advocacy and strong family, school, and community partnerships.

PTA is a registered 501(c)(3) nonprofit association that prides itself on being a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for public education. Membership in PTA is open to anyone who wants to be involved and make a difference for the education, health, and welfare of children and youth. National PTA has 51 staff members, with a majority working out of the headquarter office in Old Town Alexandria, VA, and an annual revenue of approximately \$14M.

## The Executive Director (ED) Role

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### Essential Duties and Responsibilities

#### Leadership/Governance

- Support the Board of Directors in developing and implementing a strategic plan responsive to the vision and mission of NPTA. Develop annual staff objectives responsive to the strategic plan. Ensure the association's annual budget aligns with the objectives outlined in the strategic plan.
- Execute all operational decisions of the Board of Directors. Serve as the primary staff liaison to the Board of Directors. Communicate effectively with the Board and President to ensure that the Board has the appropriate information to best meet their leadership and fiduciary

responsibilities.

- Attend all meetings of NPTA Board of Directors and Officers.
- Provide creative/innovative leadership to program development to ensure programs meet current and future needs of the organization. Monitor program performance to ensure the attainment of objectives.
- Identify, communicate, and align work to PTA Diversity, Equity, and Inclusion values and commitments to move the mission forward.

### **Advocacy & Communications**

- Represent the National PTA at industry, cooperating organizations, constituent organizations, and governmental agency meetings, functions, and events. Maintain involvement in professional associations and networks to assure awareness of service opportunities, needs, funding, and legislative trends.
- In partnership with the Board President, serve as the organization's public spokesperson, ensuring that the organization has a positive image nationally and with funders. Oversee the development of all marketing and public relations initiatives.
- Build strong, collaborative relations with PTA Congresses to best achieve the common goals and objectives.

### **Financial Management**

- Identify and develop traditional and non-traditional funding sources. Oversee the creation of the annual revenue plan, monitor progress toward its achievement, and act as a liaison to private and public funders. Initiate and maintain relationships with major donors and corporate and foundation supporters.
- Develop a sound fiscal foundation for the organization. Ensure efficient and effective use of the organization's financial resources through oversight of the budgetary process, financial activity, and compliance with funder requirements. Hold primary responsibility for contract negotiation and completion consistent with Board policies relative to contracts.
- Report monthly to the Officers, and as otherwise requested, on activities related to developing non-dues revenue sources, potential funding and association relations, and pending contract negotiations.

### **Management/Administration**

- Direct the day-to-day operations of NPTA, including, but not limited to, staff recruitment and supervision, headquarters facility operations and maintenance, fiscal oversight, and adherence to and compliance with applicable laws, regulations, and NPTA policies and procedures.
- Provide leadership for human resources management through final approval of hires, terminations, and evaluations. Assure adequate staff training is provided to assist staff in their jobs.
- Hold primary responsibility for facilitating communication throughout the staff organization to ensure teamwork is developed and the day-to-day operations run smoothly.

- Present a report at each meeting of the Board of Directors outlining a comprehensive overview of the association's work.

## Required Skills, Experience, and Desired Qualifications

- Proven leader with 10+ years of progressively increasing responsibility, including staff management in nonprofit organizations, with a minimum of 5 years in an executive position.
- A master's degree in business administration (MBA), public administration, or a related field or an equivalent combination of education and experience is required.
- Certified Association Executive (CAE) preferred.
- Prior experience with a national membership organization of similar magnitude preferred (\$10M budget or larger).
- Demonstrated skill and experience in strategic planning, program/policy development, fund development, marketing and public relations, human resources, financial management and organizational development,
- Proven ability to implement nationwide initiatives in a nonprofit environment with separately incorporated state and community-based affiliated organizations.
- Proven management skills, emphasizing team and consensus building, coaching, and delegation.
- Demonstrated commitment to diversity, equity, and inclusion (DEI) and skills, experience, or knowledge of contributing to an inclusive working and/or learning environment.
- Proven ability to understand and analyze data, including but not limited to financial data.
- Effective public speaking and presentation skills.
- Proven ability to set priorities and manage projects to completion.
- Ability to conduct local and out-of-town travel to carry out the duties of the Association.
- Candidates from historically underrepresented and marginalized communities are encouraged to apply.

## Compensation

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A competitive compensation package will be offered to attract an outstanding candidate.

## To Apply

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To apply, please send a cover letter and current resume (Microsoft Word® format preferred) [here](#). The cover letter should outline how your experience fits the requirements of the position as this will be an important factor in considering your candidacy.

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## Additional Information

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