



STERLING|MARTIN
associates

NCFA
National Council For Adoption

CHIEF EXECUTIVE OFFICER

The Opportunity

National Council For Adoption ([NCFA](#)) seeks an experienced executive who is passionate about the mission of NCFA and has a track record of providing adoption and support services to birth families, adoptive families, and children.

The next CEO should be a thought leader in child welfare and have deep insight into the challenges and opportunities facing stakeholders in the entire adoption community. The new CEO will lead NCFA as it considers how to maximize impact by advancing sound adoption policies, improving practice, and strengthening the field amidst a changing external environment.

This position is in-office in Alexandria, VA, with regular domestic travel expected (usually a few days every three months, but occasionally with more frequency).

About NCFA

Founded in 1980, NCFA is a leading national organization dedicated to advancing to a world in which all children, everywhere, have nurturing permanent families. Since its inception, NCFA has worked tirelessly to increase public understanding of adoption and promote a positive image of adoption as a loving way to build families.

NCFA advocates for ethical, sound policies and services regarding adoption in an inclusive, non-partisan way. NCFA monitors federal and state legislation, addressing policies and laws that create barriers to children finding the families they deserve. It also collaborates with adoption service providers, like-minded national advocacy and education groups, individuals, and child welfare authorities worldwide to promote the best interests of children everywhere.

NCFA has become the nation's top authority on adoption issues, including domestic infant adoption, international adoption, and adoption from foster care. The organization is committed to being a lifelong trusted resource for adoptive families, adopted individuals, and birth families, as well as the professionals who serve them and the policymakers whose decisions impact them. NCFA has a budget of approximately \$2M and a staff of 10.

The CEO Role

To advance NCFA's mission, the CEO will serve as a trusted voice and resource for the adoption community (including birth parents, current and prospective adoptive parents, adoptees and adoption professionals), government officials, policy makers and the public. This leader is responsible for growing and serving as a steward of NCFA's financial resources, collaborating with diverse stakeholders in the adoption community and scaling current programmatic work (including research, education, and federal grant management among other activities), while maintaining a results-oriented

approach focused on measurable outcomes.

Beyond oversight of organizational performance, the CEO will nurture a culture of innovation and teamwork. By setting a clear "tone at the top," the CEO will advance the organization's strategic vision.

Essential Duties and Responsibilities

Executive Leadership & Management

- Deliver outstanding strategic vision and leadership for NCFA in service of its mission, with a focus on development and allocation of resources to achieve ambitious but specific goals.
- Ensure that NCFA's vision and values are expressed in every aspect of the organization, including its culture, personnel, and programs.
- Center the human right to a permanent, loving family in NCFA's decision-making processes.
- Serve as the external and internal leader of NCFA by effectively communicating the mission and vision to a broad array of stakeholders, including adoptees, adoptive families, expectant parents, birth parents, adoption professionals, government officials, and policymakers.
- Inspire, motivate, and foster collaboration of a small NCFA team, whose members include both in-person and remote staff and interns.
- Maintain direct, consistent, and clear guidance for the team, including determining programmatic priorities, role responsibilities, and goal setting.
- Oversee the organizational infrastructure and establish clarity and consistency in roles, policies, processes, and internal operations to build a high-performance operation that well-supports the infrastructure and positions it for growth.

Fundraising

- Lead and cultivate fundraising and collaboration efforts, including events, fundraising campaign strategy and efforts to increase diversity in funding sources, engaging with the public sector, foundations, individuals, and community organizations.
- In collaboration with development staff, pursue innovative streams of income and partnerships to diversify sources of revenue, ensuring that there are resources to support the expansion and innovation of programs.
- Engage with the Board of Directors and inspire them to utilize their skills to help achieve NCFA's strategic goals.
- Use sound analytical skills and strong business judgment in developing, managing, and allocating resources.

Governance & Financial Oversight

- Communicate regularly with the Executive Committee of the Board of Directors and the full board about the execution of the mission and strategy.

- Assess the current financial status of the organization and work in close coordination with the Board to continue a plan for financial sustainability and growth.
- Develop long and short-range financial plans, monitor the budget, and ensure that sound financial controls are in place; set financial priorities accurately to ensure that NCFA is operating in a manner that supports the needs and values of the program and staff.
- Collaborate with board members to enable them to engage appropriately to assist and guide the organization on areas of expertise to help build strong board commitment and to engage and develop next-generation board leaders.

Communications & Member Engagement

- Lead as a sought-after public spokesperson who presents as a trusted authoritative voice and thought leader in various types of media on behalf of NCFA.
- Enhance existing and build new, strong relationships with membership agencies, nonprofit organizations, government agencies, and other strategic partners.
- Meet regularly with member agencies, policymakers, government partners, and other key stakeholders to gather and share adoption-related information, policies, legislation, and resources.
- Provide guidance to ensure coordination and clear communication of messages to both internal and external audiences.
- Leverage media platforms in a professional capacity to effectively convey the impact and the work of NCFA.
- Strive to build an NCFA community of individuals and organizations with diverse backgrounds and life experiences, free of discrimination.

Required Skills, Experience, and Desired Qualifications

- 10+ years of experience in child welfare or adoption and at least 3-5 years of experience in an Executive Director, CEO, COO or other senior-level position within an organization of comparable complexity.
- Strong adoption and child welfare subject-matter expertise (experience working in the field of adoption is preferred).
- Experience leading non-partisan advocacy efforts in Washington, D.C.
- Demonstrated track record in building a collaborative workplace with a high-performance team where vision and values are a driving factor in decision-making.
- Success in building streamlined and effective operational functionalities for an organization in conjunction with an executive team.

Personal Qualities and Competencies

- A deep passion for adoption and a strong belief that every child deserves to thrive in a nurturing, permanent family.

- Communication skills, including the ability to speak publicly and inspire people to get involved.
- Excellent interpersonal skills and an ability to build strong, transparent, and trusting relationships with multiple constituent groups.
- A strong work ethic, sense of accountability, and the ability to manage multiple projects and challenges simultaneously while deploying resources effectively and efficiently.

Compensation

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

To Apply

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. Candidates from historically underrepresented and marginalized communities are encouraged to apply.

Sterling Martin Associates is committed to providing equal opportunity for employees and applicants in all aspects of the employment relationship, without regard to race, religion, color, age, gender (including pregnancy, childbirth, or related medical conditions), marital status, parental status, sexual orientation, gender identity, gender expression, ancestry, national origin, citizenship, political affiliation, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics. All employment is decided on the basis of qualifications, merit, and business need.

Additional Information

For more information, contact:

Sterling Martin Associates
1025 Connecticut Avenue NW
Suite 1000
Washington, DC 20036

David S. Martin, CEO & Founder
dmartin@smartinsearch.com
202-257-1627

Brian J. Glade, Vice President, Client Services
bglade@smartinsearch.com
917-751-3632

Karen Lombardo, Vice President
klombardo@smartinsearch.com
540-751-9612