



POSITION PROFILE

Deputy Executive Director, Membership, Field Services & Training

Overview

The National PTA (NPTA) has retained Vetted Solutions to search for its next **Deputy Executive Director, Membership, Field Services and Training**. This is an exciting opportunity to lead an organization with a 120-year history of working toward bettering the lives of every child in education, health, and safety. The position is located in NPTA's Old Town Alexandria, VA headquarters and is available immediately.

Founded in 1897 as the National Congress of Mothers, PTA is the largest volunteer child advocacy association in the country. PTA is devoted to the educational success of children and the promotion of family engagement in schools. Membership is open to all who support the health and educational achievement of our nation's children. PTA promotes parent involvement in all schools and works to ensure nationwide access to quality public education — primarily by providing parents and communities with tools and resources to support their students and by speaking with a powerful voice on behalf of every child.

The National PTA (NPTA) is a 501(c)(3) nonprofit membership association of nearly four million members – parents, teachers, students, administrators, and business community leaders. NPTA is organized into 22,000 local units and 54 state and territorial congresses across the United

States and around the world. The NPTA has a rich history of advocacy on behalf of students, families and educational matters and is a recognized and influential advocacy organization with a strong presence with The White House, on Capitol Hill, and with the various educational regulatory bodies. NPTA holds an annual Legislative Conference in March, an Annual Convention in June, (attended by 1,200 to 1,400 delegates, visitors, and vendors), and a number of other conferences and meetings throughout the year with specific content focus.

NPTA is governed by a 29-member Board of Directors. NPTA's professional staff numbers 58; 50 are located at the headquarters facility in Old Town Alexandria, VA, and an additional eight field staff work remotely in support of state and local units. NPTA's annual operating budget is \$14 million. For more information about NPTA, please visit www.pta.org.

General Summary

The Deputy Executive Director, Membership, Field Services & Training works in partnership with the Executive Director to support National PTA's strategic objectives in the development, implementation, and evaluation of the following departments: membership, training and field service. Managing a staff of fourteen through four direct reports, the Deputy will be responsible for developing a long term strategic plan for membership. S/he will also be responsible for marketing strategies for membership outreach, service to states, the annual convention, volunteer leadership training, and customer service. This individual will be a key representative for the organization and will foster strong relationships with volunteers at every level in PTA, including officers (particularly the elected VP for Membership), board, governance, PTA state leaders and staff. The Deputy's mission is to strengthen the PTA network of members to build the capacity of leadership at all levels of PTA to effectively manage their organizations, grow PTA and engage families with schools and communities in PTA programs to ensure student success.

The Deputy oversees the utilization of the organization's association management system, ProTech Due to the myriad of relationships between individual members, schools, chapters, and volunteers, the Deputy will need to keep the types of communication with each group of stakeholders in mind as he/she designs NPTA's over-arching communication system with members, states and local units.

With their robust system operating at top effectiveness, the staff will be able to connect easily with their members to enable NPTA to achieve their agenda. Collaborating with colleagues across the organization to support member needs, his/her goal will be to enable colleagues to be able to disseminate information to members easily.

NPTA's membership is diverse and includes rural, city, low-income, and wealthy schools. The Deputy Executive Director, Membership, Field Services & Training will be working with PTA leaders and members on key issues in PTA, their national programs, and resources listed on their website. The Deputy will coordinate with public policy, communications and programs staff to communicate

effectively with members about the activities of the association and the benefits available to members. While you will work with effective people in the field in driving their agenda to members, you will also be responsible for creating messaging and developing the value proposition to support efforts in membership recruitment and engagement.

PTA Background

NPTA promotes parental involvement in all schools and work to ensure nationwide access to quality public education—primarily by providing parents and communities with tools and resources to support their students, and by speaking with a powerful voice on behalf of every child. The overall purpose of PTA is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

They achieve these goals by:

- **Collaboration:** NPTA works in partnership with a wide array of individuals and organizations to accomplish our agreed-upon goals.
- **Commitment:** They are dedicated to promoting children's health, well-being, and educational success through strong parent, family, and community involvement.
- **Accountability:** They acknowledge their obligations. They deliver on their promises.
- **Respect:** They value their colleagues and themselves. They expect the same high quality of effort and thought from themselves as they do from others.
- **Inclusivity:** They invite the stranger and welcome the newcomer. They value and seek input from as wide a spectrum of viewpoints and experiences as possible.
- **Integrity:** They act consistently with their beliefs. When we err, we acknowledge the mistake and seek to make amends.

Essential Duties and Responsibilities

Centralization of Association Management System/Data Collection and Reporting

- Creates and implements strategy to achieve a priority strategic plan objective – the implementation and piloting of a centralized database to potentially serve PTA's 54 congresses, 24,000 local units and 4 million members.

- Oversees the technical staff in customizing the AMS to meet the needs of the participating states.
- Oversees the collection of membership data from all congresses and creates reports on membership outcomes.
- Ensures technical support is provided to states on data collection and management.

Strategic Direction

- In concert with the executive leadership team creates and implements long-term strategies to bring best practices to the membership department.
- Creates short and long-term strategic plans to advance the support of states and local units through the effective engagement of national service representatives.
- Leads the organization in its efforts to engage constituent voice and expertise into the development of membership recruitment, retention and service strategies.
- Pilots new initiatives that advance organizational membership priorities.

Membership Marketing

- Oversees membership marketing and outreach initiatives, including managing a staff team of 14 through four direct reports. S/he will also oversee monitoring of membership campaigns, developing strategic messaging and recommending innovative strategies to grow PTA.
- Oversees and monitors membership recruitment and retention programs, including developing, distributing and analyzing membership reports, demographic data collection, dues collection, and collateral material development, messaging and dissemination.
- Creates and implements plans to expand services to PTA states to improve engagement, foster strong relationships with volunteers and enhance access to the larger PTA community.

Field Service & Training

- Oversees field service and training department, including managing a staff team of seven national service representatives working remotely to ensure PTA states are functioning effectively and training staff and consultants, all of whom are responsible for developing quality training content and delivery mechanisms that build PTA's volunteer leadership capacity.

- Ensures that PTA members at every level receive top quality customer service, easy access to PTA resources and tools, clear, quick and consistent staff communications and highly effective and innovative trainings, presenters, and delivery mechanisms that meet the needs of the association.

Organizational Management

- Works closely with the Executive Director, CFO, and other Deputy Executives in setting goals, direction, policies and procedures for the association and assists with strategic planning, development and direction of PTA activities.
- Responsible for the development and oversight of the following budgets: membership, training and field service. This includes budget creation, monthly analysis, approving expenditures, recommending short and long term growth strategies, and proposing funding and cost savings strategies.
- Acts as staff liaison to the Membership Committee.

Requisite Background and Experience | Desirable Qualities and Characteristics

Qualified candidates for the position of Deputy Executive Director, Membership, Field Services & Training will be expected to understand, embrace, and advance NPTA's mission. All candidates will also be expected to present the following:

- Bachelor's degree in marketing, communication, public affairs, non-profit management, or related field or equivalent experience is required. An advanced degree is preferred.
- Extensive experience with individual membership and marketing, project management, finance and budgeting, strategic planning, partnership programs, plus proven competence in the creation, delivery, and evaluation of membership services and programs. Experience in cause-related membership preferred.
- Minimum of 10 years' experience in a senior management role either in-house or with an agency.
- Minimum of 10 years of staff management of multiple department teams, membership

marketing, customer service, volunteer management and customer and membership service.

- Extensive experience with association management (AMS) software required, ProTech preferred.
- Superior management skills; ability to influence and engage direct reports and peers, and xtensive experience in building, mentoring, and coaching staff.
- Ability to make decisions in a changing environment and anticipate future needs.
- Excellent and persuasive communicator.
- Proficiency using Microsoft Office software, including Word, Excel, and Access.
- Proven track record of positive and effective contributions as a senior manager/administrator to an organization.
- Proven strong project management experience.
- Ability to get work accomplished through intermediaries.

- Excellent verbal and written communication (including presentation and facilitation) skills are required.
- Effective interpersonal skills, team player with
- Extensive experience in in shared leadership with volunteers.
- Ability to work in ethnically and culturally diverse environments.
- Knowledge of issues in the areas of education, children, and parent/family involvement is helpful.
- Travel is required.

Compensation | Benefits | Availability

NPTA offers competitive salary, medical, dental, life, LTD, 403 (b), transportation benefit, flexible spending accounts, EAP, paid vacation, sick, holiday and personal days. The position is located in Old Town Alexandria, VA and is available immediately.

This search is being conducted by:

Vetted Solutions is a Washington, D.C. based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on senior staff and CEO positions.

To apply, please visit the Current Searches page at: www.vettedolutions.com



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