



parents league
of new york

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Parents League of New York

Executive Director, Position Description

THE ORGANIZATION

Parents League of New York (PLNY), a nonprofit membership organization over 100 years old, is a coalition of parents and independent and private schools. Currently there are thousands of member families and over 300 member schools worldwide, primarily in the NYC metropolitan area. The PLNY staff is made up of full-time and part-time employees. The work of volunteers is instrumental to the organization's offerings. PLNY's mission is to bring schools and families together, supporting them with a broad range of educational and parenting resources that include:

- An advisory team that helps thousands of families apply to hundreds of preschools, ongoing schools, boarding schools, and schools for children with special needs; PLNY is the preeminent provider of school admissions services.
- Publications, including a guide to preschools; a directory of activities for infants, toddlers and preschoolers; and an annual review on parenting and education.
- Member school and parenting resource databases.
- School fairs.
- Workshops, forums, and speaker and panel presentations.
- Advice on tutors and summer camps.

THE POSITION

The Executive Director (ED) provides strategic, administrative and visionary leadership to the organization. The candidate is an experienced and passionate professional with the vision and skill to enhance PLNY's reputation and build increased visibility and support of its work, while adhering to its mission of bringing families and schools together.

The ED serves as the face of the organization; oversees operations and finances; maintains the highest quality in its programs, advisory services, publications and programming; and guides PLNY to new levels of excellence and collaboration. The ED represents and champions the organization through speaking engagements and presentations, and by moderating panels.

The ED should have a background in education, nonprofit and/or for-profit business, and a strong familiarity with parenting and educational trends.

The ED will have demonstrated successful management within an organization and possess strong skills and a proven track record in general management, finance and operations. Experience working with nonprofit programs and budgets is a strong plus.

The ED will have experience with independent and private schools. Knowledge of school heads and admissions directors and staff, and a base of knowledge to visit and appraise schools and their programs is a plus.

The ED will bring an awareness of and sensitivity to the diverse economic, social and cultural backgrounds of PLNY member families.

The position will manage, oversee and collaborate with PLNY's Director of Communications & Technology, Finance and Operations Manager, Event Coordinator, and School Advisory Leader and team to establish a strong working environment.

The ED will travel locally for speaking engagements and presentations and to participate in conferences; regional travel will be limited.

The ED will build effective partnerships, foster the growth of new programs, and further the impact of existing programs. The ED will ensure PLNY's position as a well-respected organization that provides valuable services to both families and schools.

The ED is an employee-at-will and reports to the Board of Directors through the Board President; is a member of the Board and all committees (except the Past Presidents Committee); and is evaluated annually through a process jointly developed by the ED and the Board President.

QUALIFICATIONS:

Specific competencies the Parents League Board and its Executive Committee will expect the successful candidate to possess include:

Knowledge and Experience:

- A minimum of a Bachelor's degree. A Master's degree in education or nonprofit or business administration is preferred.
- Experience in and passion for education, parenting and childhood development.
- Experience in the NYC independent/private school community as an alumnus, parent, board member, admissions officer or other staff member.
- Comfortable working with heads of schools, admissions directors, community leaders and organizations that serve the independent/private school community; will be sensitive to the challenges these constituents face.
- Familiar with digital and social media marketing and analytics.
- Comfortable with technology, especially videoconferencing and video presentations, as well as with website and database management.
- Expertise in speaking to and interacting with the public, including media engagement.
- Experience in planning and organizing events is a plus.

Management and Leadership:

- A proven track record recruiting, evaluating and developing talent in employees, volunteers and consultants.
- Instills confidence in PLNY staff, volunteers and Board of Directors; PLNY member families and independent/private school leadership; donors, sponsors and other partners; and the directors of associated organizations, such as ISAAGNY and NYSAIS.
- Ensures that PLNY provides an honest, transparent approach to school admissions.
- Recruits and manages volunteers, and mentors them for future roles in the organization, including production of publications, development of programming, and board membership.
- Will strengthen and build partnerships with organizations that serve the independent/private school community.
- Will have a dynamic, highly collaborative and consensus-building management style, and will be visible and accessible to the Board, staff, volunteers and external constituents.
- Must possess outstanding organizational skills, and be able to balance an active calendar of events and meetings.
- Must be creative and flexible when faced with unforeseen or unusual circumstances.

External Relations:

- As the face of the organization, the ED will represent PLNY in professional interactions, speaking in public both in person and virtually.
- Must have excellent, proven, oral and written communications skills.
- Will attend multiple activities and events, including most PLNY-sponsored events, many of which require evening hours.
- Will be attuned to and seek out organizations and media that further the PLNY's reputation and prominence.

Marketing and Fundraising:

- Willing and able to adapt to and embrace emerging marketing strategies and methods.
- Will identify and reach out to growing geographic and demographic markets to pursue new member schools and families.
- Successful in engaging the Board and the Marketing Committee in marketing initiatives and corporate outreach appropriate to the mission of the organization.
- Experience and familiarity with digital marketing and social media campaigns is preferred.
- Will direct and participate in any PLNY fundraising, sponsorship and other revenue generating efforts (Giving Tuesday, Annual Appeal, etc.).

Operations and Fiscal Management:

- Strong business judgment and financial acumen.
- Prior experience with operational and budgetary responsibilities.

Interpersonal Style:

- Will demonstrate passion and commitment to the mission of the organization.
- Bring high standards and the highest ethical principles, and set this tone throughout the organization.
- Exercise the utmost discretion and confidentiality when dealing with families, schools and other stakeholders, and require staff, volunteers and Board members to do the same.
- Bring and consider new and innovative ideas, while also being able to discern what is in accordance with PLNY values and its mission and steering the organization accordingly.
- Provide motivational leadership by example to the staff, volunteers and Board of Directors and volunteers.
- Will be a team-builder, willing to question but also to serve as a team player.

To Apply: Please send a letter of interest and resume to searchcommittee@parentsleague.org