

National Association of Colleges and Employers (NACE) Executive Director

Representing nonprofit, business, government and higher education members that educate & employ graduating students, the NACE Board seeks a chief executive to:

- ***grow membership, including by engaging emerging sector innovators,***
- ***deliver, modernize and expand services valued by members,***
- ***update industry data products to make them more accessible and searchable,***
- ***produce events that promote knowledge exchange and networking, and***
- ***drive advocacy & action that delivers material benefit to members.***

The [National Association of Colleges and Employers](#) (NACE) is the primary resource for professionals focused on career development and employment of college-educated talent. Established in 1956, NACE and its Board wishes to retain key member services while modernizing and expanding the association's value proposition. NACE has more than 13,500 members that include leaders from almost 2,000 diverse higher education institutions and about 1,000 mid-size, Fortune 500 and government employers from a broad range of sectors.

Reporting to the President and Board of Directors, the Executive Director supervises all staff organized into four key member service functions: [Content](#), [Meetings & Events](#), [Professional Development](#) and [Research](#); and four support functions that include Finance, Information Technology, Marketing and [Membership](#). NACE has an annual budget of \$6.7m, thirty-three employees, approximately 400 volunteers contributing their expertise in a variety of roles, and a 15-member Board. The organization is currently headquartered in Bethlehem, Pennsylvania, and the new Executive Director should expect to spend substantial time there.

Current programs and services include:

- Forecasts on sourcing, recruiting and hiring trends in the job market.
- Reports on starting salaries, recruiting and hiring practices, student expectations, first-destination outcomes and best practices/benchmarks for career services, university relations and recruiting functions, as well as students (interns and graduating students).
- Professional standards and ethical best practices.
- Professional development and certification offerings via institutes, workshops, webinars, roundtables, podcasts, self-directed learning options, and more.
- Updates on legal and advocacy issues impacting the profession.
- Conferences and online communities that engage 40% of members.
- Member volunteer program that includes committees/taskforces, leadership training, mentoring, and opportunities to present/write for the profession.

Staff and Board members feel these various services must be retained however, there is also broad consensus that NACE must evolve quickly to remain competitive. Identified challenges include that certain member colleges, universities and professional schools will change substantially, merge or disappear in the next decades; new education models and entities are emerging; a rapidly changing employment landscape has attracted tech companies eager to serve NACE members; the rise of social media and online communities; and that users expect industry data to be available online and instantly accessible through mobile devices.

The above and other factors provide huge opportunities for NACE. The new Executive Director is charged with evolving the organization to position it for its next 60 years of service.

**Executive Director
National Association of Colleges and Employers**

BASIC FUNCTION

The new Executive Director will bring to this position steady and mature leadership, strong outreach to members, and a future-oriented vision combined with a tech-savvy, brand-focused approach that anticipates the needs of the sector. Major responsibilities include:

MANAGEMENT OF OPERATIONS AND PROGRAMS/SERVICES

- Develop, refresh and manage a rolling three-year budget and strategic investment plan that reflects Board and member priorities; control expenses and investments in alignment to the above plan(s); provide operational leadership and direction for the implementation of financial and investment policies;
- Manage the day-to-day activities of the organization; develop operations and infrastructure scaled to deliver current and future services, data and programs; keep NACE members updated on the state of the organization's services, infrastructure and value proposition; provide advocacy embraced by members on sector issues;
- Upgrade the organization's technology infrastructure with particular reference to a mobile-first strategy, and with particular attention to implementation of online member services, accessibility of data products, and building online communities of interest within NACE and even beyond its current membership to advance knowledge-sharing and advocacy;
- Lead all staff decisions and activities related to organizational design, recruiting, talent management and development, policies, promotions, terminations and compensation to ensure that staff are well-suited to addressing the challenges facing NACE;
- Ensure that there is clear and effective communication and coordination between program and administrative areas, and between NACE and its members.

STRATEGIC PLANNING

- Update and manage a rolling three-year strategic planning process that includes objectives, success metrics, budgets and headcounts, use of contractors and outside consultants;
- Advise the President, Executive Committee and Board of Directors on issues, events and new opportunities that directly support NACE's membership; identify opportunities for alliances to drive strategic priorities;
- Coordinate the annual Board and staff reviews of the NACE Environmental Scan and Strategic Plan; oversee revisions as needed; consult and benchmark with peers to capture relevant data, trend information and projections for sharing with the Board and staff.

ADVOCACY, EXTERNAL AND PUBLIC RELATIONS

- Provide oversight of strategies and action plans for NACE advocacy, communications and public relations; with the President and Board Committee Chairs, represent the association to key stakeholders, legislators and policymakers, the public and the media;
- Oversee all NACE activities related to public policy and NACE position statements;

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- Manage all interactions with media outlets; prepare and deliver presentations, conduct interviews and write articles/reports as part of NACE's external communications strategy;
- Develop and nurture external relations with leaders of higher education institutions, executives of business and industry, and other association leaders to advance NACE's public profile, mission and strategic objectives;
- Represent the association regarding all legal issues, serving as the primary contact with legal counsel as needed;
- Develop productive partnerships and alliances with other associations, nonprofits, business and government partners that have interests aligned to those of NACE members; periodically assess alliance performance.

GOVERNANCE

- Ensure that the Board President and Board members are kept updated on the priorities and activities of staff; manage Board Committees and volunteer engagement programs; provide periodic training for the Board (particularly for new members) on legal and fiduciary responsibilities; serve as Secretary-Treasurer of the NACE Board of Directors as outlined in the NACE Bylaws;
- Confer regularly with the President; advise and assist the President in the development of meeting agendas and development of relevant documents; provide related resources for Board and Executive Committee meetings and communications;
- Serve as Staff Advisor for the Executive Committee and the Sourcing and Nomination Committee; participate in all meetings of the Finance and Audit Committee and advise as needed; coordinate in-person meetings of the Board, the Executive Committee and the Sourcing and Nomination Committee;
- Oversee logistics and communications for the election of Board officers and directors in accordance with NACE Bylaws; develop and distribute Quarterly, Mid-Year and Year-End Reports to the Board of Directors.

EXPERIENCE AND QUALIFICATIONS

The Executive Director will be creative, innovative and entrepreneurial, with the following type of experience:

- Proven executive management experience within a membership organization, or a business or nonprofit that provides B2B services and support; a minimum of 10 years senior-level executive experience leading operations management, staff supervision, governance, external and public relations, and strategic planning;
- Successful experience interacting with a broad range of constituents nationally with a variety of needs and priorities; a consensus builder who can collaborate with diverse Board, staff and other partners and constituents;
- A person able to define complementary staff, Board and volunteer members roles and instill feelings of mutual respect, energy, ambition and cooperation; a collaborator who continues to innovate and provide the support for each program and staff member to

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function productively; the ability to quickly analyze and formulate disparate information into sound, well-organized goals, strategies and actions;

- Outstanding communications skills; a good listener and strategist who is comfortable receiving input from many sources; a history of communicating effectively and persuasively in both large and small groups; excellent writing and public speaking skills for both formal and extemporaneous presentations;
- A commitment to the mission of NACE and its members, as demonstrated by logical career steps showing such mission alignment; strong knowledge of current and prospective NACE member organizations and their constituents is strongly preferred; current or past membership in NACE is not a requirement;
- An individual with deep-seated support for diversity, equity and inclusion; a person who can hear all perspectives; one who is straightforward, shares information easily, listens as well as offers advice, and respects the abilities of others; someone who earns trust and demonstrates integrity, and guides others in a similar vein;
- Be decisive and resourceful with the ability to envision the organization from the broadest perspective, map out future growth and act quickly to assess and create opportunities;
- Be an individual with strong self-awareness, optimism, high energy and an ability to maintain balance and perspective; someone able to work productively with strong personalities; someone who is decisive yet patient, and emotionally mature with a sense of humor;
- Bachelor's Degree is required; an advanced degree would be advantageous.

For more information please contact:

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