

SETDA Job Description–Executive Director



Reports To: Board of Directors

FLSA Status: Full Time/Exempt/Benefitted

SUMMARY

Reporting to the SETDA Board of Directors, the Executive Director serves as SETDA's chief executive providing strategic leadership and overseeing organizational operations, staff, financial management, and implementation of Board-approved priorities. The Executive Director strengthens member value, cultivates partnerships, and revenue opportunities, advances SETDA's national leadership and advocacy efforts, and ensures effective execution of programs and initiatives. As the leader of a small-staff association, the Executive Director balances strategic responsibilities with hands-on involvement in daily operations and management.

ESSENTIAL DUTIES

- **Strategic Leadership:** Lead the implementation of a Board-approved strategic plan and translate priorities into organizational goals, work plans, and measurable results.
- **Board Relations and Governance:** Serve as the Board's principal staff advisor; supporting effective governance and Board decision-making; provide timely, accurate information and implement Board-approved policies and strategic direction.
- **Member Support:** Strengthen the value SETDA provides its members by supporting professional growth, fostering collaboration, encouraging peer exchange, and maintaining strong communication.
- **National Leadership:** Position SETDA as a national leader on educational technology issues by identifying emerging opportunities, convening stakeholders, and advancing initiatives that address the needs of state members.
- **Grant Management:** Pursue and secure grant funding, cultivate funder relationships and actively participate in developing grant deliverables. Oversee grant finances, compliance, and successful completion of grant funded projects.
- **Advocacy:** Maintain a strong understanding of state and territory needs and emerging policy issues to provide leadership for SETDA's advocacy efforts and initiatives aligned with SETDA's mission and Board-approved priorities.
- **Partnership and Business Development:** Develop and sustain relationships with affiliated organizations and partners whose work complements SETDA's mission; identify and cultivate sponsor and grant revenue opportunities to advance SETDA priorities.
- **Resource Development and Fiscal Management:** Maintain and strengthen SETDA's financial position through sound fiscal management, diversified revenue strategies, budgeting and forecasting, financial oversight, grant and contract compliance, appropriate internal controls, and responsible stewardship of organizational resources.

- **Organizational Management:** Hire, supervise, develop, and evaluate SETDA staff consistent with Board policy; establish staff roles, responsibilities, and accountability; oversee internal operations, systems, contracts, vendors, and organizational processes; hands-on involvement in daily operations and financial management; and foster an effective, collaborative, and accountable work environment.

QUALIFICATIONS

The successful candidate will bring demonstrated experience in organizational leadership, staff management, financial stewardship, relationship development, and working collaboratively with boards, members, partners, and other stakeholders.

- Five or more years of experience supervising staff and leading teams, including responsibility for budget development, financial oversight, and organizational accountability. Experience leading a distributed or virtual team is preferred.
- Demonstrated ability to develop and sustain relationships with national, state, and organizational partners and stakeholders.
- Demonstrated ability to secure grant funding, foster funder relationships, and manage grant-funded projects and deliverables.
- Experience working within a membership association, nonprofit organization, government agency, education organization, or similar stakeholder environment.
- Experience in educational technology, state education leadership, education policy, or a closely related field is desirable but not required.
- Bachelor's degree (master's preferred) in business, public administration, nonprofit management, or related field, or an equivalent combination of education and experience.
- Certified Association Executive (CAE), Institute for Organization Management (IOM) designation, or similar professional credential preferred.

KNOWLEDGE SKILLS and ABILITIES

- Ability to build effective working relationships with a volunteer Board of Directors, members, staff, partners, funders, and other stakeholders while maintaining appropriate governance and management boundaries.
- Ability to manage multiple priorities, exercise sound judgment, work independently, and operate effectively in a small-staff environment.
- Strong financial management skills in budgeting, reporting, general accounting principles, and forecasting; with the ability to provide hands-on support in day-to-day financial operations.
- Knowledge of association management, governance, and organizational practices; familiarity with requirements applicable to Virginia nonprofit corporations is desirable.
- Strong written and verbal communication skills, including public speaking, facilitation, presentation, and media relations. Writing or presentation samples may be requested.

- Proficiency with databases, cloud-based platforms, document-management systems, virtual collaboration tools, and other technology used to support association management, communications, member engagement, and organizational operations.

TRAVEL

The Executive Director should expect to travel up to 25%, primarily within the contiguous 48 states, for SETDA events, member engagement, conferences, and meetings with partners and policy makers. Travel may average about one week per month, although the frequency and length will vary depending on organizational activities and priorities.

PHYSICAL DEMANDS

The majority of work is performed on a computer while sitting or standing at a desk and includes extended periods of screen use, virtual meetings, and online collaboration. The position generally requires light physical activity, with occasional movement, carrying, or handling of materials associated with travel, meetings, conferences, and other association activities.

WORK ENVIRONMENT

This is a fully remote position in a small-staff association with no physical office. The Executive Director works primarily from a home office and is expected to maintain a professional, reliable workspace with appropriate technology, internet access, and availability for virtual meetings and collaboration. The association provides a laptop with necessary peripherals, a printer, and a monthly technology stipend to support remote work.

COMPENSATION AND BENEFITS

SETDA offers a competitive salary of \$140,000 to \$160,000 annually paid semi-monthly and a comprehensive benefits package, including 100% employer-paid employee health coverage through a high-deductible health plan (HDHP) with employer contributions, dental and vision coverage, and optional dependent coverage. Benefits also include life insurance equal to one year's salary (up to \$100,000), short- and long-term disability insurance, and a 401(k) safe harbor plan with a 3% employer contribution. Paid time off includes fifteen PTO days, one personal day, twelve holidays, and office closure between Christmas Day and New Year's Day.