

EXECUTIVE DIRECTOR OPPORTUNITY

Lead a National Community Advancing Education Through Technology

For more than 25 years, SETDA (the State Educational Technology Directors Association) has connected US state and territorial leaders working at the intersection of education, technology, policy, and practice.

SETDA's value is rooted not only in the resources it provides, but also in the relationships it fosters through its annual Leadership Summit and Ed Forum, policy activities, committees, virtual communities, and partnerships.

SETDA is seeking its next Executive Director to lead the organization into its next chapter.

Application period open through 11:59 pm Eastern December 4, 2026

This is an opportunity to lead a respected national association that elevates state perspectives, builds partnerships, and strengthens peer learning to advance effective, equitable use of technology in education.

THE ORGANIZATION AND STAFF

About SETDA

Founded in 2001, SETDA is the principal nonprofit membership association representing state and territorial leaders responsible for educational technology and digital learning.

SETDA helps members identify emerging issues, share promising practices, build professional connections, and strengthen their influence.

That role is increasingly important as states navigate artificial intelligence, cybersecurity, digital access, privacy, infrastructure, funding, and the continuing evolution of digital teaching and learning.

SETDA is incorporated in Virginia, though its small staff works 100% remotely. The final candidate will work out of their own home office with tools and peripherals provided and a tech stipend.



With a lean, collaborative team and an engaged volunteer leadership network, this is an opportunity to shape organizational priorities and make a meaningful national impact.

SETDA values its employees and offers competitive salaries and generous benefits commensurate with experience. We expect to hire for this position between $140,000 to $160,000 annually paid semi-monthly.

A UNIQUE NATIONAL NETWORK

SETDA connects state and territorial educational technology leaders with peers, policymakers, industry partners, and national organizations. This network elevates state perspectives in national policy discussions and fosters collaboration, professional learning, and practical solutions.

ISSUES STATES ARE NAVIGATING

Artificial Intelligence • Cybersecurity • Digital Equity • Digital Design • Interoperability
Statewide Longitudinal Data Systems • Access • Privacy • Infrastructure • Funding

A LEADERSHIP TRANSITION

The Opportunity

SETDA enters this leadership transition at an important moment.

Our next Executive Director will help SETDA sharpen its strategic priorities, strengthen member value, elevate its national visibility and policy influence, diversify and sustain revenue, and build the organizational capacity needed to respond to a rapidly changing educational technology landscape.

The position offers an opportunity to shape SETDA's future while strengthening its role as a trusted resource and influential voice for state education leaders in national policy discussions.



SETDA is a small organization with a national reach. Its remote staff works closely with the Board, committees, volunteers, consultants, national partners, policymakers, and members across the country. Success in this environment requires a leader who is equally comfortable setting strategic direction and managing day-to-day operations, building relationships while ensuring effective execution.

> *This role requires the ability to distinguish between what SETDA could do and what it is uniquely positioned to do well.*

SUCCESS WILL REQUIRE

01 **Strategic focus**

02 **Effective delegation**

03 **Strong financial stewardship**

04 **Relationship-building**

05 **Comfort moving between high-level leadership and the practical demands of a small organization**

THE ROLE

Leading SETDA

The Executive Director serves as SETDA's chief executive and works in partnership with an elected, volunteer Board of Directors.

The Board provides governance and strategic vision. The Executive Director turns that vision into organizational action, leads staff, stewards resources, and keeps the organization focused on its mission and members, ensuring SETDA remains relevant and financially sustainable.

The successful candidate will listen closely, communicate clearly, establish priorities, and follow through on goals. The Executive Director must be resourceful and adaptable in advancing organizational priorities.

Knowledge of education technology is valuable, but SETDA also needs executive leadership, association management, operational and financial oversight, governance, member engagement, partnership development, and advocacy. The role also requires hands-on involvement in daily operations, including financial management.

The position requires up to 25% domestic travel in aggregate to attend SETDA events and meetings, engage with affiliated organizations, and support grant-related activities.

> *The Executive Director should see SETDA not simply as an organization to manage, but as a community to strengthen.*

Interested in Leading SETDA?

The more complete Executive Director position description provides additional information about the role and qualifications. Download the job description here: **https:setda.org/employment**

Application deadline: 11:59 pm Eastern December 4, 2026

Submit a resume and a brief cover letter (no more than one page) describing your interest in the position, as email attachments (PDF preferred), to **Greg Wilson** at **gwilson@setda.org.** Applications will be acknowledged upon receipt. Selected candidates will be contacted regarding next steps.

SEARCH TIMELINE

December 2026
Initial round of interviews, virtual

January 2027
Second round, in person

Early February 2027
Offer to final candidate

March 1, 2027
Target start date

SETDA is an equal-opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.