

American *Parents*

Position Announcement - Executive Director

Organizational Overview

American Parents (www.American-Parents.org) is a new national association that builds on the power of parents joining together. In addition to offering member benefits and services, American Parents will help connect parents in their communities in order to share information and support. As parents join together, they have the potential to become one of the country's most powerful forces for policy change at the local, state, and federal levels, working to advance equal opportunity for all children and families.

Over the past two years, a strong foundation has been built for American Parents' launch, including: seed funding, outreach and market research, and a prototype of American Parents' first service (a Facebook application called ParentsTogether). American Parents is now poised to launch its first programs in 2013 and seeks a founding executive director to lead the charge.

In the coming year, American Parents will begin to pilot ParentsTogether, a tool that aims to help parents support each other at the community level both online and offline. For example, parents might share tips and resources, trade babysitting or carpooling with another family, or join with other parents to address an issue in their community. American Parents aims to layer a variety of family benefits and services on top of ParentsTogether networks, offering additional member value and generating income for the organization's long-term sustainability.

About the Position

American Parents seeks a dynamic, highly entrepreneurial, and strategic leader who is eager to take ownership of this early-stage enterprise and demonstrate the potential of this powerful idea. Successful candidates will be self-directed, flexible, creative, comfortable with uncertainty, risk-taking, energetic, and have a solid track record of making things happen. A deep understanding of the needs and challenges facing American parents is essential to the role.

In advance of a national launch, the executive director will lead the development and implementation of pilot programs in a number of states. Developing a strong national brand—using social media as a tool—will be an essential part of the position. The executive director will also be responsible for leveraging initial seed funding to establish a long-term funding plan, which may include a mix of donations and grants, earned income, and PRIs.

This position offers an exciting opportunity for an experienced and visionary leader to create new models for parent engagement while helping to strengthen parents and families across the country.

Key Responsibilities

Strategic Planning and Leadership

- Develop a comprehensive roll-out strategy for state-based American Parents pilot programs in at least 3 to 5 states in the first two years, leading towards national program implementation
- Develop and implement strategic plans around programming, partnerships, staffing, marketing, and budgeting
- Establish American Parents' brand, collateral, marketing, communications, media relations, and social media efforts
- Hire and manage a small founding team that is able to work effectively across virtual workplaces
- Develop program strategies that lay the groundwork for earned-income streams, contributing to American Parents' long-term financial sustainability

External Engagement

- Pursue funding opportunities with high-net worth individuals, foundations, and corporations
- Establish a board of directors to assist in guiding and growing the organization
- Cultivate and sustain key partnerships across the public, private, and social sectors – including existing parent communities (both online and off), child and family policy organizations, parenting media outlets, mom/dad bloggers, and other stakeholders

Program Development and Operations

- Oversee the development of the ParentsTogether program and lead efforts to test how this tool can help to develop both online and offline parent communities
- Apply lean-start-up principals to test, learn, and improve program offerings
- Work with partners to find opportunities to connect parents with current policy campaigns

Suggested Qualifications

- Demonstrated entrepreneurial experience leading the successful implementation of a new startup initiative
- Deep experience working with the parent market and/or substantial knowledge of the issues and concerns facing American parents; direct experience with parent organizing is also a plus
- At least 10 years of professional experience, which could include fields as diverse as parent consumer marketing, technology development, nonprofit leadership, community organizing, or social media
- Track-record of leading and managing teams to achieve bold visions; leveraging resources to succeed in a start-up funding environment
- Demonstrated success using social media and online marketing to build a brand or increase brand exposure
- Strong relationship management skills, with experience facilitating collaborations with diverse stakeholders, especially across the nonprofit and for-profit sectors
- Demonstrated success in conducting significant fundraising efforts, including having personally prospected, cultivated, and solicited major donors or foundations resulting in major dollar commitments
- Outstanding oral and written communication skills, with the ability to oversee communications designed to present a compelling case for the organization to a variety of constituents
- Steady, composed and confident demeanor, with an unassuming, loyal, and humble disposition
- Strong interest and belief in the mission and vision of American Parents, as well as unbridled enthusiasm for the potential impact of American Parents' civic engagement model

Position Details

This is a salaried position with a flexible location. There may be up to one week of travel per month. American Parents is an Equal Opportunity Employer and does not discriminate based upon gender, race, national origin, disability, age, religion, sexual orientation or gender expression. People of all backgrounds are encouraged to apply.

How to Apply

Please send resume and cover letter **as a single document** by March 30, 2013 to Bethany@american-parents.org. Candidates should include in their cover letter a description of some of the most critical policy issues they believe affect parents today.