
Position Specification

Chief Executive Officer

Council for Economic Education

Private and Confidential

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Our Client

The Council for Economic Education (CEE) is a 501c3 organization with a 60-year track record of successful advocacy and educational program development and delivery. Based in New York, the CEE has developed comprehensive, best-in-class economic and personal finance education programs for young people, including the basics of entrepreneurship. The CEE offers teaching resources across the curriculum, professional development for teachers, and nationally-normed assessment instruments. Each year, the Council's programs reach more than 150,000 K-12 teachers and over 15 million students in the United States and in more than 30 other countries. These programs are delivered through a diversified system: directly from the CEE, through a network of affiliated state Councils and university-based Centers for Economic Education, and through other partner organizations.

The CEE envisions a world in which people are empowered through economic and financial literacy to make informed and responsible choices throughout their lives as consumers, savers, investors, workers, citizens, and participants in our global economy. The CEE's mission is two-fold: to advocate for better and greater school-based economic and personal finance education at the K-12 level; and to educate young people in the United States and around the world, primarily through well-prepared teachers, so they may become empowered with economic and financial literacy.

The Board of the Directors would like to see the CEE take more of a transformational direction, by striving to significantly increase the CEE's influence and impact on economic education over the next 5-10 years. The Board envisions that this can be made possible by:

- Aggressively increasing the CEE's funding from its current \$12-15 million in grants and gifts per year to \$25-35 million in 3-5 years;
- Increasing economic and financial education requirements for graduation from high school from the current 20 to 40 states within 5 years;
- Increasing and promoting CEE's brand, stature, and reputation as the global leader in advocating and providing economic and financial education across classrooms, legislative bodies, and board rooms.

The Role

The next CEO of CEE will lead the organization through a period of transformational change and growth. The CEO of the CEE will be responsible for the development and execution of the strategic plan for CEE. This position is also crucial to the overall stature and reputation of the CEE with State Councils, academia, private enterprise and governmental entities.

Reporting to the CEE Board of Directors, the CEO will have overall responsibility for the following:

- Day-to-day management of the CEE;
- Energizing Board development and effectiveness;
- Energizing and leading fund raising efforts;
- Revamping public and media relations and communications;
- Policy advocacy and its multiple facets and arenas; including liaising with the White House, Congress and the Department of Education to advocate effective, strategic economics education and funding;
- Leading the process of building collaborative partnerships that strengthen and enhance the council and center network;
- Messaging for and execution of product marketing, delivery and distribution strategies for the Counsel's proprietary educational products and services;
- Effective oversight and leadership of all of the various "nuts and bolts" administrative and operational areas, including financial management, programs and grants administration, implementing new technologies, and leading and motivating a staff of 35;
- Leading efforts to restructure staff and organization to position the organization for maximum operating effectiveness and future growth;
- Carrying out overall responsibilities of an executive director.

Candidate Profile

The new CEO of CEE will be an experienced professional with expertise in leading organizations through transformational change and growth. The CEE is seeking a leader of unquestioned operational excellence, intellectual breadth, convening power, and practical experience within economics and education. The successful candidate will have experience working closely with a board, staff, and other constituents to achieve ambitious goals in a fiscally responsible manner. S/he will have outstanding communication skills, both written and verbal, and the ability to represent the CEE effectively to key stakeholders and a diverse membership, industry and organization. It is imperative that s/he possess the strategic vision to garner and execute an effective plan for the CEE.

Additional requirements include:

- Demonstrated leadership and/or managerial experience, including senior executive or CEO experience;
- Deep core knowledge and understanding of economics content and the economic way of thinking to be involved at a high level in national education reform initiatives;
- Knowledge and involvement in education reform;
- Experience leading strategic program development and standard setting bodies;
- Experience maintaining and strengthening relationships with universities and academia.

Specific competencies include:

Communication and Fundraising Skills: The new CEO will be an inspiring communicator who can articulate CEE’s vision and direction to a wide range of audiences and constituencies. S/he will have the ability to connect with and secure results from world leaders, government policy makers, corporate leaders, partners, industry associations, donors, directors and staff. S/he will have a demonstrated ability to fundraise effectively on a significant scale. Ideally, this leader would join the organization with an existing set of relationships that could be leveraged to help the CEE achieve its vision.

Interpersonal Skills: The successful candidate will have the interpersonal skills and intellect needed to recruit, retain, motivate, and inspire professional staff, current and prospective donors, members, and partners. The candidate will be able to develop positive and productive relationships, decisively build consensus, and engage people and institutions towards achieving CEE’s mission. S/he will have a strong sense of self and inherent intellectual curiosity to ask the questions, but demonstrate a balanced ego so as to encourage others, whether they be staff or members, to seek the answers.

Setting Strategy: The successful candidate will have a demonstrated record of setting priorities and leading organizations to success. S/he will be a strategic thinker who will work with CEE’s senior leadership team and Board to establish plans and methods to achieve the Board of Director’s vision for the CEE. S/he will be capable of working with others to develop differentiated strategies with tailored approaches to address disparate audiences, cultures, and global contexts.

Leadership Style: The successful candidate will demonstrate the “partner-like” leadership necessary to be effective in an organization and amongst a membership of highly motivated professionals with a diverse set of skills and perspectives. S/he will foster a culture of engagement and empowerment, convening and leading diverse constituencies from across the organization, membership and board to achieve excellence. S/he will encourage transparency, openness and mutual respect. The candidate will have the ability to set priorities decisively, delegate responsibilities, assure accountability and allocate resources to ensure results.

Executing for Results: S/he will have outstanding judgment and the ability to make decisions about the direction of the organization, from both a public policy and business perspective. The next leader must be able to assimilate and balance the many different interests of all the various constituents, generate ideas from the membership, and help the members arrive at consensus on strategy and direction. S/he must have the focus and persistence to carry the CEE’s objectives and goals through to fruition.

Passion and Shared Values: The successful candidate will have a passion for and absolute commitment to improve the economic and financial literacy of young people via well-prepared teachers and thereby exemplifying the CEE’s strategic principles and mission. At its heart, CEE is about empowering young people with economic and financial literacy. The successful candidate will not only have earned the appropriate

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development credentials across his/her career, but be implicitly anchored by CEE's core values.

For more information about the CEE, please visit www.councilforeconed.org.

To submit a nomination or to apply for this role, please email Alison Ranney, Executive Search Partner, at: candidatereferral@councilforeconed.org.