



POSITION SPECIFICATION

EXECUTIVE DIRECTOR

California Association of Marriage and Family Therapists

San Diego, CA

Leadership Search Partners

is a search firm focused exclusively on the nonprofit sector. Based in Berkeley, the firm works with local, national, and international nonprofits to help them hire exceptional senior-level leaders.

Managing Director & Principal Leyna Bernstein

is leading this search assignment. Inquiries may be made, in confidence, to Leyna Bernstein at Leyna@leadershipsearch.com.



TITLE: Executive Director

ORGANIZATION: California Association of Marriage and Family Therapists

LOCATION: San Diego, CA

REPORTS TO: Board of Directors

MISSION

[California Association of Marriage and Family Therapists](#) (CAMFT) exists for the advancement of the Marriage and Family Therapist profession in California by strengthening qualifications, and maintaining high standards of professional ethics and accountability, in order to enhance recognition and utilization of the profession. CAMFT strives to anticipate and meet the professional needs of its members and to create a vibrant Marriage and Family Therapist community.

ABOUT THE ORGANIZATION

Through leadership, education and advocacy, CAMFT and its members strive to be exemplary professional resources for mental health professionals and people seeking their services.

CAMFT is the largest state-wide association for marriage and family therapists in the country, and is a leader in advocating for the profession at the state and national levels. Located in San Diego, CAMFT has nearly 32,000 members and is dedicated to advancing the profession as an art and a science, maintaining high standards of professional ethics, upholding the qualifications for the profession and expanding the recognition and awareness of the profession.

Marriage and family therapists (MFTs) are licensed mental health professionals, in private practice or a variety of other settings, who work with individuals, couples, families and groups to cure or relieve mental, emotional and relational concerns of all kinds.

CAMFT has 29 chapters throughout the state to serve the interests of MFTs in various geographic areas. The Association's activities revolve around two interrelated themes: the advancement of marriage and family therapy as an art, a science and a mental health profession, and (2) the advancement of the common business interests of its members.

CAMFT is the organizational voice and representative for MFTs, working cooperatively with the regulatory board (BBS), state legislature, federal legislature and many other organizations to advocate for the interests of individuals and the profession as a whole. CAMFT is an active and effective policy force, sponsoring bills and getting laws passed to benefit MFTs and the public.

CAMFT is incorporated as a 501(C)(6) mutual benefit corporation, and is governed by a 12-member Board of Directors. Under the direction of the Executive Director, the 23-member



professional staff administers the programs, services and activities of the organization within a \$5.2 million operating budget, and supports the work of numerous committees.

CAMFT's many programs and services for members include:

- **Phone consultations** to help answer day-to-day business questions that mental health professionals have regarding legal and ethical concerns.
- **Highly rated continuing education** workshops & annual conferences that provide continuing education units. CAMFT offers live and self-study CEUs at a special "Members Only" rate.
- **The Therapist**, CAMFT's premiere bi-monthly magazine, offering valuable information from timely articles to legislative updates to employment opportunities.
- **Information at your fingertips at www.camft.org**. "Members Only" section available to help answer questions 24 hours a day.
- **Advocacy**. CAMFT advocates for mental health professionals at the state and national levels. Currently, CAMFT is sponsoring bills in the state legislature and CAMFT continues to strive for LMFT inclusion in Medicare.
- **Members Only Answer Line**. Recently, CAMFT introduced a special toll-free line for members.
- **CounselingCalifornia.com** – a free marketing tool for all members of CAMFT. www.CounselingCalifornia.com.
- **CAMFT Community**. CAMFT's members-only social network provides unlimited opportunities to dialogue and network with colleagues through online forums and discussion groups. In the CAMFT community, members form groups of their own, access numerous reference materials and documents, and network with therapists with similar backgrounds and/or interests.
- **EBSCOhost**. Free, unlimited access to a database of almost 600 peer-reviewed journals devoted to the fields of psychology and the behavioral sciences. Members can view and print full-text articles, not just the summaries or abstracts.
- **Job Board**: CAMFT's job board connects members with daily job postings for employment and internships throughout California on the CAMFT website and in *The Therapist*.



ABOUT THE OPPORTUNITY

CAMFT is a strong and successful professional membership association. The organization is financially sound with healthy reserves; membership represents a very high percentage of the MFT population in California, and CAMFT is by far the largest association of MFTs in the country. Members value the legal consultation services, educational resources and the organization's achievements in legislative and policy advocacy efforts. CAMFT provides vital ongoing professional networking opportunities, and does critical work to raise the visibility and understanding of the profession amongst the public at large.

The next Executive Director will be leading a seasoned and talented staff of committed professionals, many of whom have been with the Association for over a decade. The work environment is collegial, informal and collaborative. Staff support one another and share an "all hands on deck" mentality.

The Board of Directors is seeking a creative and experienced association executive to maintain the organization's strength, while working with the Board and members to chart a strategic course for the future. The future for CAMFT is bright. There is nothing broken at the Association and no crisis for the new Executive Director to tackle. The board wants steady and incremental change so that CAMFT can continue to provide vital services for members and advocate effectively on behalf of the MFT profession.

The new Executive Director will ensure that CAMFT continues its strong work in advocacy and in the provision of highly valued legal services. In addition, the Executive Director will work with the Board to increase the quality and diversity of professional development programs, amplify the LMFT voice as reflected in member communications, and ensure a greater percentage of members are participating in chapter- and state-wide activities.

ABOUT THE POSITION

The Executive Director serves as the Chief Staff Executive for CAMFT, and manages and directs all of the activities of the Association under the oversight of the Board of Directors.

Major Areas of Accountability

- **Strategic Direction** Guided by the Board of Directors, facilitate the development and implementation of the organization's vision; collaboratively create and operationalize strategic plans.
- **Board and Committee Relations** Build and maintain strong relationships and open, transparent communications with the Board of Directors. Maximize and leverage board relationships and engage board members. Identify board development needs and partner with board members to identify, cultivate and recruit new directors. Collaborate with and provide counsel to the Board and committees regarding public policy, programs and key initiatives.

- **Membership Growth and Development** Provide leadership to ensure there is a compelling value proposition that attracts and retains members. Personally engage with committees, chapters and chapter leadership to ensure a robust pipeline of volunteer leadership. Ensure an evolving, valued and effective suite of member programs including conferences, educational events, online resources and publications.
- **Advocacy/Public Policy** Oversee the policy work of the Association, partner closely with the Legislative Committee and other ad hoc task forces and working groups, identify priority public policy issues and positions, and lead in shaping and advancing CAMFT's advocacy stances and political agenda. Ensure strong, effective representation with government entities and key stakeholders. Collaborate successfully with other organizations regionally, statewide and nationally in advocating for the profession. Oversee CAMFT's ongoing efforts to raise the visibility and clout of the MFT license in the mental health services field.
- **External Relations** Work closely with a wide range of constituencies across the political spectrum, government agencies, elected officials and allied nonprofit organizations to build and support coalitions consistent with CAMFT's overall mission and priorities. Represent the membership on committees and task forces. Demonstrate the successes achieved by CAMFT to external audiences. Serve as a principal spokesperson for CAMFT.

Lead CAMFT's efforts to increase the visibility and desirability of the MFT license with students at the undergraduate and graduate levels in CA who are considering careers in the mental health profession. Increase the visibility of MFTs amongst consumers.

- **Resource Development** Hold accountability for the achievement of CAMFT's earned and contributed income goals. In partnership with the Board and senior staff, develop and implement new earned and contributed income strategies. Identify, cultivate, solicit and steward funders and donors for the PAC and the Foundation.
- **Administration** Attract, develop and retain a strong staff. Maintain a highly effective and efficient organization as measured by achievement of priority goals, membership satisfaction and growth, revenue generation to support priorities, and quality programs and initiatives. Develop and effectively manage annual budgets that are aligned to the strategic goals of CAMFT. Ensure financial soundness, transparency and high ethical standards in the financial and administrative activities of CAMFT.



DESIRED QUALIFICATIONS

Education

- Undergraduate Degree – Required
- Master’s Degree or Above – Highly Preferred

Experience

- Experience as a senior executive or leader of a professional association, with a record of improving organizational effectiveness and increasing member engagement and retention
- Experience with lobbying and/or advocacy and knowledge of public policy system and best practices in advocacy and policy reform
- Substantial leadership experience involving multiple internal and external stakeholders, with prior experience working with a board of directors; service on one or more nonprofit boards preferred
- Experience leading and developing senior-level professional staff in a responsive, customer service-focused culture
- Combination of personal and professional experience that provides an understanding of, and deep appreciation for, the work of LMFTs

Skills & Characteristics

- Comfort and facility with financial data, budgeting and using financial information for management purposes
- Ability to create a shared organizational plan and goals, and the skills to manage implementation into outcomes in a complex, multi-stakeholder environment
- Strong understanding of current best practices in branding and marketing strategies and tactics in the context of a membership organization
- Collaborative, inclusive and decisive management style; ability to build consensus amongst stakeholders and to drive results
- High emotional intelligence; confident and assured leader with ability to make difficult choices in service of membership and mission
- Highly developed interpersonal skills: Respectful of others' views and experience and open to new ideas; comfortable in a wide variety of situations; able to relate well with different personalities



- Unquestioned ethics and excellent judgment; proven ability to be guided by values and make ethical choices

COMPENSATION

A highly competitive compensation and benefits package will be made available to the qualified candidate.

TO APPLY

Leadership Search Partners is conducting this search on an exclusive basis on behalf of CAMFT. Interested candidates should apply via email by sending a letter outlining qualifications, brief bio and resume as PDF or Word documents to Stacey Konner at Stacey@leadershipsearch.com, with "CAMFT-ED" in the subject line. Applications will be accepted through September 8, 2017.

Inquiries may be made, in confidence, to Search Consultant Leyna Bernstein at Leyna@leadershipsearch.com

CAMFT is an equal opportunity employer, keeping with their commitment to the communities in which they do business. CAMFT will not discriminate against qualified applicants or employees with respect to any terms or conditions of employment based on gender, race, color, ancestry, religion, national origin, physical disability, mental disability, medical condition, age, marital status, veteran status, sexual orientation, gender identity, gender identity expression, citizenship, socio-economic status, pregnancy or any other characteristic protected by federal, state, or local law or regulation.

LEADERSHIP SEARCH PARTNERS is a search firm focused exclusively on the nonprofit sector. Based in Berkeley, the firm works with local, national, and international nonprofits to help them hire exceptional senior-level leaders. www.leadershipsearch.com