



PRESIDENT AND CEO

POSITION PROFILE

The Children & Nature Network (C&NN) seeks a President and CEO to lead a global movement to expand equitable access to nature so that children—and the natural world—can thrive. Working in partnership with an engaged Board of Directors, the CEO will shape and implement the vision, strategic plan, and policies necessary to drive systems-level change.

[Following our current CEO's retirement](#), the next CEO will step into an organization with strong programmatic credibility, a high-performing 23 member virtual team, an operating budget of \$3 million, and a respected national network of public, private, and corporate partners. Building on this foundation, the CEO will scale impact significantly while strengthening revenue, deepening policy influence, and modernizing internal systems. This role requires a leader who can balance movement-building with organizational discipline, ambition with focus, and innovation with operational rigor.

THE OPPORTUNITY

The next three (3) years are pivotal for the Children & Nature Network, founded after the 2005 publication of Richard Louv's book, *Last Child in the Woods: Saving our Children from Nature-Deficit Disorder*, to reverse the growing disconnection between children and the natural world. As we enter our next decade, the CEO will help drive what we believe can be a societal tipping point: ensuring a nature-filled childhood for 20 million youth across the U.S. by 2035. We see this as a tipping point. At that scale, nature connection becomes a shared cultural expectation — supported by families, schools, communities, and public policy — rather than an isolated or optional experience.

Building on nearly 20 years of successful global movement building and proven impact in more than 100 U.S. communities, the next CEO will guide the implementation of our new **Strategic Framework**, focusing on four core priorities:

- **Reimagining Nature's Role in Communities:** Deepening impact in a national cohort of 100+ "Nature Everywhere" communities to prove that lasting, systems-level transformation is possible.
- **Activating Adults Around Children:** Launching a national campaign to engage one million parents and caregivers as advocates for a nature-filled childhood.
- **Mobilizing Advocates for Policy:** Building powerful coalitions to unlock state and federal funding and align regulatory frameworks that sustain nature connection at scale.
- **Building Organizational Capacity:** Strengthening C&NN's technology, diverse revenue streams, and virtual workplace culture.

The CEO will build on a proven national platform to expand reach and deepen impact. By leveraging data, technology, and emerging tools such as AI, the CEO will lead the organization to strengthen shared learning across the network and enhance operational effectiveness. The opportunity is not simply to grow programs, but to help reshape how communities, institutions, and policymakers mobilize around children's equitable access to nature. Learn more about the reach and depth of the work at <https://www.childrenandnature.org/>.

ALIGNED VALUES

First and foremost, the candidate will demonstrate a commitment to living and leading in alignment with the Children & Nature Network core values:

EQUITY – We define equity as fair treatment, access and opportunity. For us, equitable access to nature means every child and community — regardless of race, income, ability, identity, or address — has regular access to nearby, safe, welcoming, and culturally relevant green spaces.

INCLUSION – We are dedicated to ensuring that all individuals and groups can be and feel welcomed, respected, supported and valued in natural places and in the children and nature movement.

DIVERSITY – We believe that diversity results when equity and inclusion are practiced consistently and with intention. We are working to build an inclusive global movement focused on embracing and honoring the psychological, physical and cultural differences that occur among any and all individuals.

RESPONSIBILITIES

Strategic & Visionary Leadership (25%)

- In partnership with the Board, drives a compelling vision and strategic plan that reflects C&NN's mission of equitable access.
- Drives innovation and assesses relevant trends to adapt service offerings to meet critical gaps in the sector.
- Serves as the primary brand ambassador and "storyteller," elevating C&NN's profile with major foundations, corporations, and policymakers.

Operational & Team Leadership (15%)

- Provides inclusive, transparent, and motivating leadership for a diverse internal team of leaders, staff, and volunteers in a virtual environment.
- Ensures that internal systems, staffing structures, and technology (including Google Workspace and AI) are in place to support the effective implementation of the strategic plan.
- Fosters a collaborative, innovative, and inclusive culture that encourages professional development and high levels of workplace satisfaction.

Financial Management & Fundraising (40%)

- Oversees the organization's fiscal health, ensuring solid budgeting, accounting systems, and financial controls are in place.
- Develops and implements diverse fundraising strategies, strengthening national philanthropy relationships while expanding individual and corporate engagement to significantly increase revenue and sustain long-term growth.
- Cultivates and deepens relationships with a diverse community of givers, including major donors and institutional partners.

Board Relations (20%)

- Partners with the Board Chair to cultivate a high-functioning governance culture, including supporting board recruitment, orientation, and development to ensure the Board has the skills, diversity, and engagement needed to govern effectively.
- Engages proactively with Board committees and individual trustees, providing the information, context, and recommendations needed for sound governance decisions — and escalating risks or opportunities in a timely and transparent way.
- Supports the Board in fulfilling its fiduciary and strategic responsibilities by providing timely, accurate reporting on organizational performance, financial health, and emerging risks — ensuring trustees have what they need to govern with confidence.

THE IDEAL CANDIDATE

The ideal CEO candidate is a seasoned leader who can deliver measurable impact while keeping a remote staff energized and focused. The next CEO will have a track record of securing the resources needed to drive systems-level change in communities and is comfortable leading through both growth and uncertainty. Speaking with clarity and warmth, building trust easily with partners from all walks of life, the successful candidate will lead with integrity and have a genuine passion for the kids and the natural world we serve.

REQUIRED COMPETENCIES

The successful candidate must demonstrate the following core competencies:

- **Vision and Strategic Leadership:** Has ability to articulate a compelling vision and guide long-term direction.
- **Creativity, Innovation and Risk-Taking:** Is comfortable with conceptual thinking and is willing to take calculated risks to drive the movement forward.
- **Judgement and Decision Making:** Demonstrates consistent logic, rationality, and objectivity in the decision-making process; avoids both indecision and impulsive actions.
- **Integrity:** Demonstrates ethical behavior, trustworthiness, and consistency in values and actions.
- **Inspiring Leadership:** Demonstrates capacity to motivate others, foster deep commitment, and build strong teams.
- **Change Leadership:** Proactively initiates, champions, and sustains positive organizational transformation. Consistently models the desired behaviors and inspires others to embrace change.

- **Communication:** Deploys superior written and oral communication skills to deliver messages that create resonance and reach.
- **Resourcefulness:** Brings an ability to solve complex problems effectively with available resources.
- **Track Record and Experience:** Can show proven results in nonprofit management, fundraising history, and leading systems-level change.
- **Energy, Enthusiasm and Passion:** Demonstrates a positive energy and a deep, authentic commitment to children's and environmental health.

(Adapted from: Smart, B. D. (2012). Topgrading: The Proven Hiring and Promoting Method That Turbocharges Company Performance)

SKILLS, EDUCATION & EXPERIENCE

- Bachelor's degree expected, graduate degree preferred.
- Experience as a C-suite executive in a nonprofit enterprise (or comparable enterprise).
- Demonstrated experience building and leading a state or national network.
- Experience securing donations, gifts, and/or grants to support programs.
- Ability to work autonomously within a collaborative, virtual/remote team environment.
- Proficiency in cloud-based platforms (C&NN uses Google Workspace).

C&NN is committed to systems change led by those most impacted by current inequities. We recognize that expertise comes in many forms and value lived experience navigating systemic barriers to nature access as a meaningful and valued equivalent to traditional professional experience. We strongly encourage applications from individuals who bring these perspectives to our work.

LOCATION AND TRAVEL

- The Children & Nature Network is a virtual organization with no central office.
- The CEO can be based anywhere within the United States.
- 25-30% travel is required for annual conferences, board and staff retreats, and donor cultivation.

COMPENSATION & OTHER

- **Compensation:** \$180,000-200,000
- Benefits include:
 - 20 days (160 hours) of paid vacation annually, accrued from day one
 - Medical, dental & vision insurance
 - Short- and long-term disability insurance
 - Retirement with a 3% non-elective employer contribution
 - Remote office allowance
 - Professional development allowance
- **Status:** Full-time, exempt
- **Reports to:** Board of Directors

Children & Nature Network uses a structured compensation framework to ensure fair, transparent, and equitable pay. We believe this approach reflects our values and strengthens our ability to attract and retain mission-aligned talent.

OUR COMMITMENT

We believe diversity strengthens strategy, credibility, and impact. We are committed to building a team that reflects the races, ethnicities, religions, gender identities, cultures, and lived experiences of the children-and-nature movement — and to advancing equity and inclusion in how we work with each other, our partners, and the communities we serve.

Candidates from adjacent sectors — including public agencies, philanthropy, or mission-aligned enterprises — are encouraged to apply if they meet most, though not necessarily all, of these qualifications.

APPLICATION

Moore Strategic Consulting is managing the search process with a search committee of the board of trustees. Candidates' confidentiality will be maintained throughout the process. Professional references will be requested and checked at the final step of the selection process.

Submit resumes to **CEOChildrenandNature@moorestrategic.com**. Enter **PRESIDENT AND CEO** in the Subject line. Also please provide a one-page cover letter introducing yourself and describing how your experience uniquely qualifies you for this opportunity.

Application Period: We will review applications on a rolling basis. All applications received before March 31, 2026, will receive consideration.

Expected Start Date: The new CEO is expected to start on September 1, 2026.