



## LEADERSHIP PROFILE



### Senior Vice President of Policy Anti-Defamation League (ADL) New York, NY

---

**“To stop the defamation of the Jewish people...and  
to secure justice and fair treatment to all.”**

*--ADL founding charter, 1913*

---

#### A UNIQUE OPPORTUNITY

**The Anti-Defamation League (ADL) is the world’s leading organization fighting anti-Semitism and bigotry and protecting civil rights.** ADL has a 104-year history of developing and supporting policies that protect civil rights. It courageously speaks out against injustice and discrimination, even when it stands alone. Today, the voice of ADL is needed more than ever.

**ADL seeks to grow in influence and impact.** CEO and National Director [Jonathan Greenblatt](#), an accomplished leader and entrepreneur in the corporate, public and nonprofit sectors, was recruited to the organization in July 2015. Under Jonathan’s leadership, ADL is implementing a new strategic plan, upgrading its capabilities, expanding its reach and launching several new initiatives including the opening of ADL’s first office in Silicon Valley, the Center on Technology & Society.



A nonprofit with a strong heritage and universal mission grounded in Jewish values, a legacy of accomplishment and influence, and a national network of offices, ADL is uniquely positioned to chart a high-impact course into the new century.

**The new Senior Vice President Policy has the opportunity of a lifetime:** to develop, direct and implement the policy agenda of one of the world’s foremost civil rights organizations, in partnership with a visionary CEO and team, and an engaged board and community.

## THE RESPONSIBILITIES

**The Senior Vice President of Policy will be a compelling leader and manager with passion for ADL’s mission and a record of achievement in driving civil/human rights policy in a complex environment.** The SVP of Policy will manage Civil Rights, Government Relations and Community Engagement and the Center for Technology and Society. The Rita and Leo Greenland Library will also be part of the SVP’s portfolio. Additionally, the SVP will:



**Be a frontline leader of vision, strategy and execution.** The SVP will bring authentic and balanced leadership with a significant track record of accomplishment in establishing, defending and advocating for civil rights. The SVP will have a personal connection to ADL’s mission and be a persuasive spokesperson on ADL issues. She or he will be a collaborative leader able to both establish and execute policy positions across the national and regional ADL offices in a coordinated and strategic manner.

**Lead ADL civil rights policy.** The SVP will develop, direct and implement principled, and fact-based policy in a rapid-response environment, always choosing principle over politics and balancing timeliness and thoroughness. She or he will develop processes to proactively engage and enlist the voice of regional teams to help develop and implement policies meaningful to local and national constituents. The SVP will use the broad array of legislative and legal tools to drive the change ADL desires.

The Civil Rights/Legal Affairs team - with three attorneys in NY, five area counsels around the country, and a Washington D.C. based Policy Planning Center - formulates and implements ADL’s civil rights agenda in a range of areas including anti-Semitism and all forms of bigotry, discrimination, and bias-motivated violence; religious freedom and church-state separation and immigration and refugee rights, preparing reports and memoranda, filing amicus briefs, and engaging in other forms of public advocacy.

**Grow and enhance Government Relations and Community Engagement (GRACE).** The GRACE team promotes ADL’s mission in Washington D.C. and around the country with a focus on legislative advocacy, outreach to government officials, and coalition-building. The SVP will expand ADL’s legislative impact by leveraging the resources and voice of the 27 regional offices in a coordinated and



strategic manner. She or he will build bridges between communities and faiths, and convene diverse groups to promote civil rights and solve common challenges.

**Expand the impact of the Center for Technology and Society (CTS).** The SVP will leverage this new center, in partnership with industry leaders, to reduce cyberhate, increase cybersecurity and bring civil rights into a digital context. CTS will develop and apply new strategies to fight against hate online, analyzing and preparing reports on hate speech and cyber-harassment, providing insights to government and policymakers, and exposing and countering specific cases of abuse and offensive content on the Internet.

**Be a great manager of people and the business.** The SVP will be an experienced, strategic manager of people and processes and bring a track record of management success in complex, relevant contexts. She or he will leverage the power of the entire ADL footprint, internally and externally, by developing a multi-dimensional communication process which enables thoughtful, relevant policy positions, and speed of execution across national, state and local constituents.

## PERSONAL CHARACTERISTICS

**The ideal candidate is a seasoned leader with a proven track record and a strong connection to ADL's mission.** Personal assets will include:

- Proven experience in evaluating complex issues from multiple dimensions with the ability and confidence to develop and articulate nuanced positions.
- A law degree with management of legal and/or legislative affairs, preferably in a civil or human rights context.
- Strong critical thinking skills with the ability to quickly gather data and input from others, make well-reasoned decisions and move with the speed of the market as required.
- Ability to build a shared vision and motivate results in large, complex distributed settings, such as government, business, and non-profit organizations.
- The ability to make and communicate tough decisions to people in authority.
- Creative and effective team building, partnership and collaboration skills.
- A willingness to take risks and a penchant for innovation.

- Energizing, compelling communication skills across diverse audiences.
- Deep familiarity with technology and social media as tools for driving awareness and social change.
- Comfort working in a hands-on, fast-paced, entrepreneurial environment.
- Alignment with ADL's mission, staff and board, donors and other key stakeholders.



## THE ORGANIZATION

**Founded in 1913, ADL is the world's leading organization fighting anti-Semitism and hate. ADL's breakthroughs have changed the world.**

### ADL:

- Leads the global fight against anti-Semitism and bigotry.
- Champions civil rights and social justice including fair treatment for people of color, LGBT citizens, immigrants and refugees, and all who are targets of discrimination and bigotry.
- Educates millions to reject bias and bullying through content and curricula that annually touch millions of young people across the U.S.
- Partners with law enforcement to train thousands of officers on current trends in extremism, hate crimes, and terrorism, and building trust with the people they serve.
- Advocates for legislation to support civil rights and stop discrimination, such as hate crime laws.
- Leads the fight against cyber hate and online extremism in partnership with leading companies and the government.
- Stands up for Israel and promotes an agenda of civil rights, democratic values and pluralism in the Middle East and around the world.



Headquartered in New York City, ADL has 27 offices with deep roots in communities across the U.S., a Government Affairs office in Washington, DC and an office in Israel. Over 320 staff professionals, together with thousands of volunteer leaders, advance ADL’s mission in three core areas: Civil Rights, International Affairs and Education. ADL advocates, litigates and educates to stop the defamation of the Jewish people and bring justice and fair treatment to all.

For more about ADL, go to [www.ADL.org](http://www.ADL.org).

## THE LOCATION

The Senior Vice President of Policy is based at ADL headquarters in midtown Manhattan. Given the national scope the SVP will manage, and the mission of ADL, travel is expected to be a meaningful component of the role.



## THE RELATIONSHIPS

The Senior Vice President of Policy reports to the CEO and National Director and manages a staff of approximately 35.

The SVP:

<b>Reports to:</b>	CEO and National Director Jonathan Greenblatt
<b>Has direct reports including the leaders of:</b>	<ul style="list-style-type: none"><li>• VP of Civil Rights and Legal Affairs</li><li>• VP of Government Relations and Community Engagement</li><li>• Director of Technology and Society</li></ul>
<b>Has other key relationships including:</b>	<ul style="list-style-type: none"><li>• ADL Executive Team</li><li>• ADL Regional Leaders</li><li>• Current and prospective board members and donors</li><li>• Key legislative, government and community partners</li></ul>

**For potential consideration or to suggest a prospect,  
please email**

**[ADL@BoardWalkConsulting.com](mailto:ADL@BoardWalkConsulting.com)**

**or call**

**Crystal Stephens or Patti Kish 404-262-7392.**