

# Northwestern Alpine Ski Academy (NASA) Program Director Job Description

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Full-Time, 9 thru 12 Month Position (negotiable)

Salary based compensation without benefits

## Program Director Position Roles & Responsibilities

### Coordinate NASA Ski Programs

NASA currently has two highly regarded race programs: Race Academy and the CUSSA Team. In addition NASA will be supporting Crystal Mountain Resort's (CMR) learn-to-ski programs. NASA Programs are "Coach Driven". Specifically, this means that the Head Coach and staff, with assistance from the NASA Board of Directors, set direction. A primary duty of the NASA Program Director will be to bring that direction to life by handling the behind the scenes efforts.

#### Specific Duties Will Include:

- Ensure the NASA program information/registration is updated and distributed in a timely manner. This will include coordinating updates of the NASA web site.
- Administer the annual registration of athletes.
- Communicate effectively and often with all NASA constituents.
- Monitor all ski programs to ensure all are functioning smoothly throughout the season.
- Organize and coordinate events such as the annual NASA Invitational Ski Race.
- Organize special events including year-end awards party for both race programs.
- Promote and coordinate volunteerism with parents to support programs.
- Coordinate with CMR to effectively integrate the learn-to-ski and race programs.

### Manage the Fundraising, Marketing, and Administrative Efforts of NASA

The NASA program director will work closely with both the NASA Head Coach and Board of Directors and the key staff at CMR to ensure the long-run success of NASA by securing monies through a fundraising program, growing NASA participation through a coordinated marketing program, and managing the operations of NASA through effective club and program administration.

#### Specific Duties Will Include:

- Fundraising: Create a corporate sponsorship program and identify and secure corporate sponsorships. Identify, write and submit effective grant applications, and secure and administer funds from grants. Coordinate the athlete / parent fundraising efforts of NASA.
- Marketing: Create and maintain an overall web and social media presence, coordinating this with CMR. Execute a traditional media promotional campaign to keep the efforts and accomplishments of NASA well represented in local media outlets. Be involved in ski and fitness related events both at CMR and within the local communities. Coordinate the efforts of NASA athletes and parents to act as marketing agents on behalf of NASA.
- Administration: NASA is a 501(c)(3) non-profit organization that needs to be run effectively so that its mission can be achieved. Thus the Program Director will handle general administrative tasks, order supplies, update NASA publications, coordinate with CMR on facility use, create and manage the NASA budget, handle duties related to liability insurance, tax filings, and injury/safety reports and any other admin duties as needed.

## Program Director Position Qualifications

The NASA Program Director will have to be a well-rounded manager of all the key aspects of the NASA organization and will need to excel at building and executing programs, coordinating the many relevant parties involved in NASA, and effectively administering all the efforts of NASA. This person will need to wear many hats, and wear them well. From program coordinator, to fundraiser, to marketing manager, to event coordinator, to general administrator this person will have to be highly adaptive and effective in many different roles. Below is a list of required and desired qualifications. NASA recognizes that this is an ambitious list for any individual and thus we do not expect that all elements under the desired category would necessarily be possessed.

### Specific qualifications include:

#### Required Qualifications:

- High School Diploma
- Strong work ethic with the ability to be self-driven
- Strong relationship building skills
- Strong communication skills, including the use of technology to communicate.
- Highly organized with ability to coordinate people and tasks to achieve common goals
- Passionate about building programs

#### Desired Qualifications:

- College degree or equivalent experience
- Experience building programs, especially within the sports & recreation areas
- Experience with marketing, especially the coordination of social media elements
- Experience with fundraising, especially corporate donations and the securing of grants
- Experience managing a budget
- Skiing knowledge and experience and/or full willingness to develop skiing knowledge and experience

#### Related Job Elements:

- Ability to work outdoors, including in winter conditions
- The Employee is frequently required to walk. The employee is occasionally required to climb or balance
- The employee must regularly lift or move up to 25 pounds and occasionally lift / move up to 50 pounds
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth d\perception and ability to adjust focus
- Evenings, weekends and holidays are a regular part of the employee's schedule
- Non-smoking candidate is strongly preferred

**Interested candidates** should send a resume and cover letter (email) to [nasaalpine@gmail.com](mailto:nasaalpine@gmail.com)

**Material received before August 11<sup>th</sup> at 5pm will be given preference**, although materials will be accepted until the position is filled.

Please visit the NASA web site to gain more information on the organization:

<http://www.nasaalpine.org/>