



PRESIDENT

ALBERTA ALPINE SKI ASSOCIATION
CANMORE, AB

ABOUT ALBERTA ALPINE

Alberta Alpine Ski Association (AASA) is the Provincial governing body for Alpine Ski Racing in the Province. It has a critical role in leading, fostering, and encouraging interest and participation in ski racing amongst Albertans of all ages and abilities and promoting excellence in high performance.

Alberta Alpine is the Provincial Sport Organization recognized by Alpine Canada Alpin, Canadian Snowsports Association, Alberta Winter Games, Canada Winter Games, the Government of Alberta. Alberta Alpine is affiliated with the Federation Internationale de Ski (FIS). Alberta Alpine has responsibility for a wide range of activities, including:

- Participation in sport,
- Coaching standards and officials training and development
- Development of children, youth and high performance athletes
- Local and Provincial competitions and International competitions held in the Province and Alberta athletes competing in a number of International competitions.

THE MISSION OF ALBERTA ALPINE SKI ASSOCIATION IS THE DEVELOPMENT AND DELIVERY OF OPPORTUNITIES FOR INDIVIDUAL GROWTH, ENJOYMENT AND EXCELLENCE IN THE SPORT OF ALPINE SKI RACING AND SKI CROSS.

The key stakeholders of Alberta Alpine include the 38 ski clubs, their athletes and members based and operating across the Province, coaches, officials, and the members of the Alberta Ski Team. Strategic Partnerships with other Provincial Sport Organizations, Alpine Canada Alpin, WinterStart World Cup, ski area operators, our sponsors and all others who are key to our mission and realizing our Vision to lead, inspire, and support world leading programs and athletes in Alpine Ski Racing and Ski Cross.

PRESIDENT OF ALBERTA ALPINE

The President is a strategic thinker and an advocate for the sport of alpine ski racing and ski cross in Alberta, building strong relationships with members of Alberta Alpine (including member clubs), external stakeholders such as Alpin Canada Alpine, sponsors and partners. As President, you will be responsible for driving and delivering the strategic and operational priorities of Alberta Alpine as agreed with the Board of Directors.

You will oversee the strategic direction, growth and day-to-day management of Alberta Alpine, delivering the following elements of our strategic plan and our business:

- Increasing participation and retention in alpine ski racing in Alberta, across all demographics
- Building a sustainable and inclusive coaching and officials framework
- Management and ongoing development of a provincial competition structure that engages athletes, coaches, officials, and volunteers and that promotes the sport and profile of alpine ski racing and ski cross in Alberta
- Proven experience sourcing income streams beyond membership fees through sponsorship relationships and fundraising
- Improve public awareness of alpine ski racing and ski cross in Alberta, building strong communication channels with all external stakeholders and members, overseeing the development of a provincial data base

CORE EXPECTATIONS

- Building corporate partnerships, securing sponsors and growing new income streams, proven success in the development and delivery of a successful fundraising model
- Development and implementation of a strategy and model of excellence in sport
- Community engagement, especially at the club, officials and coaching levels
- Leading development of the high performance Alberta Ski team
- Maintaining a strong and positive relationship with the Board of Directors
- Developing, reviewing and implementing operational plans and goals
- Marketing, public relations and social media
- Deep understanding of the structural corporate governance and capable of developing and implementing systems, processes and procedures, including working with data and building data bases to facilitate communication
- Addressing and managing challenges faced by associations, building relationships with key stakeholders

RESPONSIBILITIES

The President will:

Leadership

- Be responsible for communicating, supporting and attaining the organization's Vision, Mission, Strategic, and annual Operational Plans
- With the Board, establish financial and non-financial performance targets and appropriate measures. Support the organization to achieve these targets.
- Represent the organization and its Values with members, customers, suppliers, government and regulatory bodies, which includes all stakeholders and the broader sport community. Be a positive voice and spokesperson.
- Support a high-performing staff team by attracting, retaining, motivating, mentoring exceptional employees.
- Strategic Planning
- Through active engagement with key stakeholders, report semi-annually a rolling Strategic Plan to the Board for input, review, and approval of actionable items.
- Implement the Strategic Plan and report to the Board on progress and agreed strategic, key performance indicators.
- Operational Management
- Develop an Annual Operations Plan and Budget linked to the Strategic Plan and recommend it to the Board for input, review, and approval.
- Implement the Annual Operations Plan and report to the Board on Progress against the Plan.
- Provide supervision, management, and leadership of the day-to-day affairs of the organization within policies established and agreed to by the Board.

Risk Management

- Establish processes to identify and manage risks within the framework of a risk management policy endorsed by the Board.
- Ensure the accuracy, completeness, integrity, and disclosure of the organization's financial statements through appropriate policies, procedures, and internal controls.

Organizational Effectiveness

- Develop and maintain a strong organization with the right people in the right positions to implement the Strategic Plan and the Annual Operations Plan.
- Consult with the Board regarding appointments to senior positions
- Implement a performance management system throughout the organization and undertake performance management of all personnel.

Governance

- Communicate regularly with the Chair and other board members and ensure the Board is being provided with the information necessary to fulfil its legal duties and responsibilities and to make good decisions.
- Ensure that the Organization has appropriate governance policies in place and that these are regularly reviewed by the Board.
- Ensure that the Board has appropriate & regular exposure to senior management
- Marketing, Communications, and Commercialization
- Oversee all marketing, PR, Publicity, Social Media, and communication initiatives
- Serve as the primary spokesperson and representative for the organization, working in conjunction with the Chair as appropriate.
- Identify and secure funding opportunities from Provincial and Federal government, foundations, and other institutions
- Stakeholder Management
- Effectively manage the relationships between AASA and key stakeholders, seeking input on key issues as appropriate.
- Ensure that communication between AASA and key stakeholders is both timely and appropriate.
- Regularly engage with representatives of Member Clubs, Officials, Coaching Representatives, Major Event organizations, and ski resort operators to develop a close and supportive working relationship.
- Ensure an appropriate level of transparency amongst key stakeholders impacted by AASA policies and decisions.
- Social, Environmental, and Ethical Practices
- Foster ethical and responsible decision-making by management and staff.
- Be a community leader and ensure the organization contributes to the well-being of the community in which it functions.

SELECTION CRITERIA

In addition to demonstrating relevant experience identified in this Position Overview, candidates applying for the President role will require a range of personal and professional skills, including:

- A demonstrable passion for the sport of alpine ski racing
- A strong, energetic, inclusive and down-to-earth management style willing to identify and harness the specialist knowledge of the alpine ski racing community for the benefit of the sport and Alberta Alpine athletes, coaches, volunteers and members.
- The ability to influence and work collaboratively with a range of interest groups including officials and volunteers, members and supporters, coaches, employees, other provincial and national sporting agencies and sponsors.

- Proven ability to identify and develop commercial and sponsorship opportunities, delivering a stable and diverse revenue stream.
- Excellent communication skills, both written and verbal presentation skills, with the ability to act confidently as the public spokesperson for Alberta Alpine.
- A strong understanding of the workings and demands of a multi-level sport and/or member-based organization.
- Solid financial acumen, including the capacity to interpret and report on financial statements and experience in the management of an operating budget of approximately \$2.0 million.

LOCATION AND HOURS

The President of Alberta Alpine will have a “home-base” office located in Canmore, Alberta. Due to the nature of the position and the sport of alpine ski racing, the President will be expected to spend significant time outside the office, building and fostering external stakeholder relationships, both on the ski hill and in corporate settings. The position will necessarily involve weekend and evening work. This is a full-time role.

REMUNERATION

An attractive compensation package will be offered, commensurate with the experience and skills of the successful candidate and the nature of our sport organization.

TO APPLY

Should you be interested in pursuing this leadership opportunity, please submit your resume, letter of introduction and the names and contact information for three references, in confidence, to the Board Chair at stephenbcarter@gmail.com or via mail to Stephen Carter #1, 2413 2nd Avenue NW, T2N 0H5. Applicants must be legally entitled to work in Canada. The Board of Alberta Alpine will contact those applicants that it feels reflect the requirements of the position and will bring proven experience in leading a sport organization with passion and energy. Thank you for your interest in our organization and the role of President.