

# Jackson Hole Nordic Alliance



## Executive Director- Part time- Position Description

The Executive Director (ED) leads the organization in its mission to broaden awareness, steward, and support Jackson Hole/Teton Valley's Nordic Ski and Winter Trails.

*The Jackson Hole Nordic Alliance mission is to broaden awareness, inform, educate and expand access to Jackson Hole/Teton Valley's extensive winter trails and resources for Nordic skiing, Fat biking, Snowshoeing, and human-powered winter trail recreation. We publish information and support inclusive use of human-powered winter trails, programs, events, communications, and resources for all. We lead a collaboration of non-profit, private, and public organizations and winter trails enthusiasts who contribute time and energy toward positive, responsible, sustainable community outcomes.*

Reporting to the Board of Directors, the ED will work with contract staff, JHNA partner organizations, the JHNA Board of Directors (BOD), participants of the programs, and donors to maintain and further develop JHNA as the leading online information and educational resource for the greater Jackson Hole/Teton Valley region's Nordic Ski and Winter Trails.

### Responsibilities:

#### Leadership & Management:

- Work closely with the BOD on strategic planning and policy development.
- Project management and leadership managing the core product (JHNordic.com website) content and platform operations.
- Oversight of all JHNA's marketing and communications; work with contract staff and volunteers on multi-media platforms (web, social, print, events), execution/deliverables, related programs and events, partnerships. Lead, hire, work with contract marketing and web development staff.
- Outreach and Education: Community building with local stakeholders, partners, sponsors, trail users- Be the public spokesperson and advocate for responsible, sustainable winter trails recreation. Build a deep sense of community, working with community, visitors, trail users, partners, hospitality organizations, winter travel groups/clubs for improved education, information distribution, trail use participation, promotion, and fundraising.
- Develop, maintain, provide resources for the JHNA; ensure that all information on JHNA media platforms is accurate, up-to-date, relevant to our mission, responsible. Track all media results across all relevant platforms.

#### Fundraising

- Manage fundraising, grant writing & presentations via sponsorships, private donations and grants
  - Work with JHNA Chair and Treasurer to determine/ plan financial needs.

- Identify and obtain new fundraising opportunities, donors, and events.
- Develop/maintain a CRM database to manage donors, sponsors, prospects.
- Identify, manage and secure additional grant funding and sponsorships.
- Create and promote Old Bill's Fun Run (OBFR) campaign and results.

#### Fiscal management and Administration

- Work with JHNA Board, bookkeeper, accountant to ensure accurate records, timely budget mgt, financial results and reporting.
- Understand and manage JHNAs agreements, contracts, and partnerships.
- Manage contract staff, their work performance/deliverables, budgets, payments
- Partnership with JHNA Board- collaborate effectively and transparently with the BOD.

#### **Qualifications:**

Bachelor's degree or similar experience, excellent written and oral communications skills, knowledge of web and social media platforms, email campaign tools, financial management, fundraising, marketing and leadership experience. Must be highly organized and a team player. Passion for Nordic skiing and winter trails human-powered recreation encouraged. Nonprofit experience a plus. Jackson Hole or Teton Valley location.

#### **Estimated Hours: part-time, flexible, independent contract**

- 20 hrs/wk Sept-April
- 5 hrs/wk May-Aug

#### **Compensation:**

Commensurate with experience

#### **To Apply:**

Please send a cover letter and resume to [info@JHNordic.com](mailto:info@JHNordic.com).