

Nordic Skiing Association of Anchorage mission is to:

Promote all forms of Nordic skiing as a healthy individual and family activity.

Core Values: Quality-Sustainability-Managed Risk-Balance-Family-Health

Job Description/Title: Program Manager

FLSA Status: Full Time, Exempt

Reports to: Board of Directors

Salary/benefits: DOE

Position Summary:

The program manager is responsible for overseeing and managing the day to day operations of NSAA programs and events, ensuring their smooth and efficient operation in a manner that supports the mission and values of NSAA. The program manager will work with the NSAA Board, staff and volunteers to oversee event and program operation, including budgeting and fundraising, registration and publicity, and reporting and tracking. The program manager is expected to be able to work independently with minimal supervision, using initiative and judgment in dealing with work flow and most situations.

Key Responsibilities:

- Participate with Board of Directors in the strategic planning of the organization in response to developing need of the community.
- Maintain regular communication with the Board of Directors and inform Board of current trends, issues, activities in the organization to facilitate good decision and policy making.
- In partnership with the Business and Operations managers, program coordinators, and volunteers, develop an accurate and comprehensive annual budget.
- Work effectively with volunteer base and directors to meet the needs of NSAA's programs and events, including but not limited to biathlon, jumping, Jr. Nordic, Solstice Tree Tour, adult ski lessons, HS and MS racing, scholarships, Ski 4 Kids, Ski for Women, Tour of Anchorage, and Anchorage Cup races. Attend most of the committee meetings, and events.
- Answer phone calls, emails, and in-person inquiries regarding programs and events.
- With Office Manager, develop, modify, adjust online and paper registration forms no later than October 1; track registrations through the season. Solicit membership renewals and track results.
- In partnership with the Business Manager, and program volunteers, coordinate fundraising efforts, write foundation reports and proposals, research new foundation grant opportunities.
- Recruit and manage corporate sponsorship relationships for each program and event, and coordinate asks with Board and program/event volunteers.
- Advertise and promote events and programs through email, social media, videos, radio (public service announcements), posters, flyers, etc., and make sure all programs and events are in brand compliance. Determines effectiveness and adjusts accordingly with google analytics and social media statistics.
- Assesses effectiveness of website, social media posts, banners and other marketing tools, and modifies accordingly.
- Organize and attend PR events, trade shows, fall ski swaps.

- Oversee Annual Meeting and Ski Swap.
- Work with Newsletter editor to produce Nordic Skier with content and photos
- Work with Office manager to submit and monitor permits – report to MOA at end of year all volunteer and participant numbers
- With web site administrator, manage website updates, changes, and improvements.
- Oversee Adopt-a-Road program.
- Successfully complete other duties as assigned.
- Responsible for connecting as trail liaison to communicate regularly with Operations and Anchorage Parks and Recreation to resolve trail user issues and questions and find opportunities to educate and direct trail users to rules with signage, mapping and marketing.
- Responsible for community outreach to community organizations, representing the Nordic community, providing presentations when appropriate to advocate for NSAA. This includes: Anchorage Parks and Recreation, Rotary organizations, Singletrack Advocates, Downtown Partnership, etc.
- Connects trail user groups to trails through work parties, volunteer opportunities with Operations and events?

Qualifications:

- College degree or equivalent experience
- Strong verbal and written communications skills, with the ability to effectively utilize social media for the benefit of the organization
- Superior organization skills and attention to detail
- Ability to multi-task
- Familiarity of Microsoft Office programs, including Excel, MS Word, and Outlook.
- Ability to interact in a pleasant, professional manner with all types of people and to perform under pressure in an environment where frequent interruptions are common.
- A background in skiing.

Additional Skills and Abilities:

- Know, support and sustain values, programs and objectives of NSAA.
- Proven track record of building and maintaining relationships with key stake holders including funders and volunteers.
- Event and Program Management experience.
- Marketing and communications experience, graphic design and advertising experience preferred.
- Fundraising experience, including grant writing, tracking and reporting.
- Ability to lift and carry up to 35 lbs
- Access to an automobile and valid driver's license, and proof of auto insurance (or access to own transportation, such as bicycle)

Core Competencies:

- Ability to thrive in a deadline-oriented workplace, deal effectively with frequent changes in priorities, delays or unexpected events, and delegate tasks as necessary.

- Ability to coordinate, inspire and lead internal and external stakeholders.
- Ability to work independently, be self-motivated, meet deadlines and prioritize work.
- Ability to think strategically, exercise good judgment, act with integrity.
- Ability and desire to be an effective team member.

NOTE: Any description of work is a picture of the major responsibilities of a position at a given time. Jobs are dynamic and assignments/priorities may change. The primary purpose of this description is to outline and communicate key tasks and expectations for the position. This position does not imply or create a contractual relationship. NSAA is an at-will employer.