

Bromley Outing Club

Program Director Job Description

The Program Director is charged with the overall success, stability and progress of the Bromley Outing Club. Accordingly, the Director's responsibilities are described below, but she/he is expected to accomplish much of the work independently at the same time being aware of collaborative work and tasks that are accomplished by the Board of Directors or the Club membership broadly. The Director should re-prioritize the strategic plan/goals and modify them as progress and circumstance require.

The Director will report to the President of the board and or a human resource committee consisting of multiple board members.

Areas of Responsibility

Develop Coaching Staff

- The Director must attract, retain and evaluate coaches at all levels of the Program. It is particularly important for the Director to have "lead" or "head" coaches for the Junior (J6-4) and Senior (J3-1) athletes. These "head" coaches will:
 - Generate content that will develop the athlete over the season and create interest and retention of the athletes
 - Provide overall leadership for the assistant coaches in their age group so the coaching content is consistently reinforced and the training is efficient and productive.
 - By the compelling nature of their content generate interest from less-experienced coaches to work with them as assistants.
 - Develop athlete-specific goals and metrics for determining progress over the season.
- The Director is responsible for encouraging the coaching staff to seek ever increasing credentialing and to attend coaching clinics and seminars to remain current on skiing/ boarding technique and strategy.
- The director, with support, from the head technical coach and competition committee, is responsible for establishing the roadmap for athlete development and continuity between age groups. He is responsible for overall management of the training schedule and coordination of both in season and offseason camps.
- This responsibility is particularly important anytime the Board perceives a gap in the head coaching ranks. The gaps should be aggressively filled so that the best coaching talents can be included in the process.

Administration

- The Director is the senior employee of the Club. Accordingly, all managerial and administrative responsibilities are ultimately the responsibility of the Director.

These include budgeting, managing cash, payroll, proper filing of taxes and any other executive and administrative tasks.

- The director will work with the “bookkeeper” to make sure the finances are up to date. The bookkeeper will provide accurate and timely reports for the finance committee and the director to review on a monthly basis.
- The director will be with a member of the finance committee. This committee will create an annual budget. They will also meet regularly to provide monthly commentary and forecast for the year at each board meeting. All expenses that are not in the annual budget will have to go through an approval process with the board or the finance committee
- The director is ultimately responsible for the purchasing, maintenance and upkeep of all equipment owned by the club. It is expected that the daily requirements of this task will be delegated to the race coordinator and coaching staff.
- The director is ultimately responsible for the maintenance and upkeep of the clubhouse and other buildings on the mountain owned by the Outing Club. It is expected that the director, with support from the board, will engage the membership/coaches to participate in executing the required work.
- The Director shall be responsible to hire and retain an administrative assistant to help in the administrative duties of the club.

Public Relations

- The Director will is responsible for maintaining a mutually beneficial relationship with VARA, USSA, FIS and the Southern Vermont Council.
- This is a vitally important responsibility for the Director. The Club is dependent on good relationships with its membership, whether in weekend programs or JISP, and also with Bromley Mountain. The director is “the face” of the BOC. The opportunities for furthering these relationships are limited only by the Director's imagination but should at least include:
- JISP: The Club has a long historical involvement supporting JISP. The Club has a great story to tell and the participants in JISP are typically very appreciative and enthusiastic. The director should work with the Club administrator and JISP administrator to insure a smooth program for the students and coaches.
- Weekend Program: The Director should make an effort to interact with and get to know as many of the BOC parents and members as possible. He should make an effort tp participate in activities such as the weekend "out-of-towner" lunch in order to generate relationships and loyalty with these parents. The participation should also include skiing a few runs before or after the lunch with interested parents.
- Bromley Mountain: The director is the primary liaison with the mountain. The

Director shall continue to cultivate and develop his relationship the mountain staff. The Club and the mountain share a synergistic relationship. A strong Club is very good for Bromley. The director is responsible for communication with the mountain to ensure adequate training space is available for our athletes.

- The director, will work with the marketing committee to target marketing efforts assist in maintenance of the BOC website and keeping it current.

Fundraising

- Fundraising will remain an important source of solvency for the Club. At present the Club benefits from board members who are capable of raising much of the needed funds. The Director's role in Club fundraising is to maintain awareness of Board directed activity and to help in the manner requested by the involved Board members.
- The Board's fundraising committee(s) will have primary responsibility for planning and organizing all major fundraising events. It is the responsibility of the Director and administration to support these efforts.

JISP

- Separately from the Directors public relations role with JISP, the Director must attract and retain a coordinator who can largely administer JISP independently from the Director. The Board recognizes that this role will likely require compensation.

Races/events

- Races and other events raise significant funds for the Club and/or are important to our partnership with Bromley Mountain. Nevertheless, the Director's must attract and retain personnel to run the events. The Directors time on race days is oversight and public relations with parents and athletes.
- The director is responsible for establishing the race schedule and coordinating with VARA, USSA, SVC and the BOC Race administrator.
- It is the Director's responsibility to retain and supervise both a Race Administrator and Race Foreman.

The duties of the Race Coordinator are as Follows:

- Assist in scheduling of all events with VARA and SVC.
- Maintain all required correspondence with USAA and VARA
- Serve as the Race day coordinator.
- Recruit and assign all race day volunteers
- Manage race day registration
- Supervise all timing and calculations
- Submit all post race paperwork.

The duties of the Race Administrator shall be:

- Timing equipment setup and maintenance
- Race setup and breakdown.
- Assign duties to the volunteer and non-volunteer race crew.
- Course maintenance during races.

Committees- The director will work with the following committees to insure their effectiveness and provide guidance where necessary.

BOC has a number of committees to support club operations. Most committees are chaired by a Board Member/Officer and involve additional BOC members who have talents or interest in the specific area of need. We want to provide an opportunity for input, and to share the workload. Active participation by members and a commitment to volunteerism is essential to the success of the BOC.

- **Finance Committee-**The Finance Committee - consisting of the Director, Treasurer, Club Administrator and possibly an external bookkeeping entity - supports the BOC with the development of the annual budget, as well as cost management. Development and monitoring of financial procedures are also handled by this Committee and reported to the Board monthly during the winter and as needed from May through October.
- **Race/Event/Volunteering Committee** -This committee is responsible for all aspects of race/event days to include race registration, on hill technical coverage and all volunteers to conduct a successful race/event. This group works closely with Race/Event Coordinator, Race Administrator, JISP Coordinator, Club Administration and the Director when necessary. As pointed out earlier, TZ will provide valuable documentation on all aspects of this critical area.
- **Communications Committee** -The Communications Committee serves 2 important functions for the Club. First they ensure, with the help of the Director/Club Administrator that all members receive timely and accurate information concerning BOC/VARA/USSA/Bromley Mountain activities and events, specifically the information that flows between coaches, athletes, members, associations, business/marketing partners and parents. To help with this process it oversees a survey process for gathering information from members on improvement. Secondly, the Communication Committee is responsible for ensuring that external stakeholders, media and associations mentioned above are kept informed of Club activities. The Committee is also “involved” with the orientation and recruitment of new members. The Website is the biggest tool for activating internal and external communications.

- **Marketing/Sponsorship Committee** -This Committee is responsible for gaining BOC Club awareness amongst targeted family and individual audiences and activates several marketing activities/events to gain such awareness. This Committee is also tasked with securing and executing the valuable Sponsorship Agreements we have, and also securing additional sponsors per the Boards direction.
- **Fundraising Committee** -Making recreational and competitive snow sports affordable is a critical concern for the BOC. The fundraising committee plans and executes fundraising events/efforts to maximize benefit to the club (Feb Fest, Bistro Henry). In addition, this committee will actively administer an Annual Appeal to alumni and past membership for valuable contributions needed to run the club's operations and/or selected Scholarship programs.
- **Facilities Committee**- The Facilities Committee provides guidance and reports to the Board on issues relating to the club's building infrastructure. They develop and manage a facilities plan to assist in the budgeting/planning for future maintenance and building projects. They manage all building projects.
- **Social Committee**-This committee organizes the social activities for the athletes and parents of the BOC - primarily throughout the winter season. They coordinate the help of other parents from the respective programs; including set up, serving and tear down along with any related costs the clubs does not cover expenditures.