



## **Aspen Supports Kids (ASK) Program Director**

Full-time, year-round

Report to: Executive Director

Committee member: Athlete Development Committee

### **Job Objective:**

Opportunity is a fundamental aspect of the AVSC mission. We believe that all children in the greater Roaring Fork Valley should have the opportunity to ski or snowboard. Our commitment to this sets us apart from other winter sports clubs. Our ASK programs currently reach approximately 1,600 youth each year - more than half of whom live outside the town of Aspen. Participants have access to free bus transportation in the Roaring Fork Valley (chaperoned) and are taught by the professionals of the Ski & Snowboard Schools of the Aspen Skiing Company (ASC). Youth with potential and/or the desire are identified and encouraged to participate in our competitive programs. Athletes range from age 3.5-18.

The ASK Director will lead and oversee all aspects of the program to ensure that all athletes and instructors embrace the core values of Commitment, Teamwork and Integrity. A long-term goal is increase access to the mountains to children in the Roaring Fork Valley both during the winter and summer. This demands special attention to cross-cultural dynamics and aggressive outreach through school and community leaders throughout the valley. The program is a partnership with the Aspen Skiing Company, and close work with ASC personnel is essential.

### **Scope:**

The ASK Director works under the general supervision of the Executive Director, and has frequent interaction with a broad spectrum of ASC staff, AVSC Staff, AVSC Board of Directors as well as parents, volunteers and supporters. The ASK Director is responsible for a budget in excess of \$850,000.



## **Essential Duties and Responsibilities:**

### **Program Delivery**

- Offer mix of programs for participants of all ages and abilities
- Clarify goals for all ASK programs
- Collaborate with ASC Instructors to achieve AVSC goals and instill AVSC values
- Measure effectiveness of delivering AVSC mission
- Refine, enhance and implement outreach plan for underrepresented populations
- Deliver program outreach and communication in both English and Spanish; manage translation when necessary
- Manage enrollment; Meet participation goals
- Track demographics of program participation
- Work with the Executive Director to determine annual scholarship awards
- Coordinate support services for all ASK programs
- Coordinate end-of-season evaluation of programs
- Address all code of conduct issues
- Work with Finance team to collect all open balances by year end

### **Organizational Fitness**

- Ensure all enrollment information is accurately captured, oversee database entry
- Work with AVSC Program Directors to establish, measure progress towards, and achieve goals for conversion of ASK participants into competitive programs
- Coordinate all communication between AVSC and ASC personnel working in support of the program
- Cultivate and maintain relationships with ASC personnel to encourage and increase retention; Currently Instructors stay with the same group of participants each season and often for several years in a row
- Work with the Ski & Snowboard Schools of the Aspen Skiing Company to determine dates for all programs
- Hire, orient and debrief on-snow coordinators, bus drivers and chaperones
- Work with Aspen Skiing Company and Executive Director to secure lift tickets for all chaperones and bus drivers
- Create opportunities for ASC Pros and ASK participants to identify with AVSC
- Communication and tracking of all incidents/accidents in a timely fashion
- Summarize ASK accident and near miss statistics on an annual basis
- Schedule and coordinate end of season picnics



### **World Class Image**

- In conjunction with Director of Communications and Marketing create annual ASK Program Guide
- Coordinate preparation and delivery of all parent/participant information
- Increase ASK awareness in, and ultimately enrollment of, traditionally underrepresented populations
- Manage all parent interactions in a professional manner
- Collaborate with Director of Communications and Marketing to identify and secure media opportunities
- Work with other local youth non-profit organizations such as Ascendigo and Buddy Program to increase participation

### **Financial Strength**

- Work with the Executive Director to establish the annual ASK program budget
- Hit budget target for Net Operating Income as a percent of Revenue
- Track weekly/monthly ASC Instructor payroll against budget
- Work with the Executive Director to establish program pricing
- Manage and lead on-snow coordinators to achieve an efficient Instructor to participant ratio
- Meet long-term goals for enrollment

### **Qualification requirements**

- College degree preferred
- Strong problem-solving and communication skills, with the ability to establish trust
- Exceptional written, oral, interpersonal and presentation skills
- Demonstrated leadership qualities – organizing people and processes
- Ability to think ahead and plan over a five-year time span
- Strong technology skills specifically excel

### **Other**

- Special projects and event support as assigned

Please email your cover letter and resume to: [application@teamavsc.org](mailto:application@teamavsc.org) with **ASK Program Director** in the subject line