



Executive Director

EXECUTIVE DIRECTOR – ALBERTA ALPINE SKI ASSOCIATION

Alberta Alpine Ski Association (AASA) is the Provincial Sport Organization for alpine ski racing and ski cross in Alberta, recognized by Alpine Canada Alpin and the Government of Alberta. AASA supports 39 member clubs and works with athletes, coaches, officials, sponsors, and partners to grow participation, performance, and excellence in the sport.

The Executive Director is responsible for **driving sustainable revenue, building strategic partnerships, and supporting athletic development** across all levels of alpine ski racing and ski cross in Alberta.

Reporting to the Board of Directors, the Executive Director is accountable for Alberta Alpine's strategic, commercial, and operational leadership, with a strong emphasis on **sponsorship development, stakeholder engagement, and diversified income streams**, and works in close partnership with the Vice President Corporate Services to ensure a high-quality, well-run organization overall.

Key Responsibilities

- **Identify, secure, and grow sponsorships, partnerships, and fundraising opportunities** to support athlete development and high-performance pathways.
- Develop and execute strategies to **diversify and increase revenue** beyond membership fees, including commercial partnerships, grants, and events.
- Serve as the **primary contact person and relationship-builder** with sponsors, government, member clubs, Alpine Canada Alpin, ski areas, and key stakeholders.
- Provide **oversight and strategic direction** for athlete development pathways, provincial teams, and competitive programs in collaboration with the Athletics Director.
- Support the growth and quality of **coaching, officiating, and competition structures** across the province.
- Increase the **visibility and profile** of Alberta Alpine, its athletes, and its programs through effective marketing, communications, and public relations.
- Lead staff and operations, working closely with the Board on strategy, budgeting, governance, and performance reporting.

Key Capabilities & Experience

- Proven success in **securing sponsorships, corporate partnerships, and new revenue streams**.
- **Proven commercial and financial acumen** to develop budgets, manage resources, and achieve operational goals.
- Ability to balance **commercial objectives with sport excellence and athlete-centred decision-making**.
- Excellent relationship-management, communication, and public-representation skills.



ALBERTA ALPINE

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Indicators of Success in the first year

- **New and renewed sponsorships secured**, resulting in increased and more diversified revenue to support athlete development and operations.
- **Stronger relationships with key stakeholders**, including sponsors, Alpine Canada Alpin, ski areas, member clubs, and government partners.
- **A clear, sustainable revenue strategy** in place beyond membership fees, with measurable growth targets.
- Improved **visibility and profile of Alberta Alpine and its athletes**, including stronger communications and sponsor activation.
- Stable, well-supported **provincial team and athlete development pathways**, delivered in collaboration with the Athletics Director.

Location & Commitment

Headquartered in Canmore, Alberta, Alberta Alpine offers flexibility for partial remote work. The role includes regular travel, evening and weekend commitments, and significant engagement with partners and stakeholders both on and off the hill.

Remuneration

An attractive compensation package will be offered, corresponding with the successful candidate's experience and skills, and the nature of our sports organization.

To Apply

To apply, please submit your **resume, letter of introduction, and three references** in confidence to the Board of Alberta Alpine at jobs@albertaalpine.ca. Applicants must be legally entitled to work in Canada. The Board will contact those who best meet the position requirements and demonstrate proven leadership. Thank you for your interest in Alberta Alpine and in the Executive Director role.