



# Executive Director

## Position Specification

2026





## DEVELOPING CHAMPIONS IN LIFE AND SPORT

The Whistler Mountain Ski Club (WMSC) was founded in 1968 with the mission of **Developing Champions in Life and Sport**. Our program supports athletes (from U10 to FIS and Masters) seeking structured training and competitive opportunities. Over decades, the club has evolved alongside the growth of Whistler Blackcomb itself into a world-class ski destination, playing a central role in developing high-performance racers in alpine skiing. Today, WMSC offers year-round programming, camps, and competitions for almost 250 athletes, fostering both grassroots participation and elite development. Our legacy includes producing numerous Olympians and World Cup competitors, reflecting our reputation as a cornerstone of Canadian ski racing and a key contributor to the sport's international pipeline.

The Vision of the WMSC is to be a centre of excellence in the development of champions. We do this by engaging our club members, athletes, coaches and partners who share in our vision of a community with a passion for ski racing.

We value: Excellence in Effort, Excellence in Behaviour, Excellence in Communication, and Excellence in Reputation.

### WMSC Goals:

- **Create** the best club in North America
- **Qualify** elite athletes for provincial teams, university scholarships & national teams
- **Develop** the technical, tactical, physical & mental skills athletes need for personal success
- **Build** a club culture that encourages individuals to strive for excellence
- **Produce** athletes who reach their personal achievement goals
- **Ensure** athletes leave WMSC with life skills to meet the challenges of the future
- **Provide** affordable and sustainable world class training and racing opportunities

The Club hosts numerous races throughout the season, including the Whistler Cup, which has evolved into one of the world's premiere international youth alpine racing events. Organized annually by WMSC since the early 1990s, this year the event attracted more than 650 U14 and U16 athletes and coaches from 20 nations. Our coaching staff at the Club is world class with national team level coaching experience; whose positive results in competition over the last few years has rated our program as one of the best in Canada. We include amongst our partners Whistler Blackcomb, Helly Hansen, Gibbons Whistler, Wheaton Precious Metals, and O2E Brands,



# The Opportunity



This is an opportunity to lead one of Canada's most prominent alpine clubs at a true system level. As Executive Director (ED) of Whistler Mountain Ski Club, you will be responsible for the full scope of an approximately 250-athlete program spanning U10 through FIS, overseeing not only daily operations and financial performance, but the long-term vision, culture, and competitive trajectory of the Club. This role offers full ownership: you will shape the athlete pathway, lead and develop a high-quality coaching team, manage relationships with parents, partners and the Board, and ensure the program continues to perform at a high level both on and off the hill.

The next ED of WMSC is a rare hybrid – someone with deep alpine credibility who has also demonstrated the ability to run a complex organization. This role is best suited to a leader who thrives in an environment where performance and operations are tightly intertwined, and where decisions have immediate impact on athletes, staff and the broader community. With strong support from the Board and the platform of Whistler, this is a career-defining position for someone ready to take full accountability for one of the leading alpine development programs in North America.

## Responsibilities

The Executive Director reports to the Board Chair, or designate, of the board of Directors of the WMSC. The ED is responsible for all operational aspects of the WMSC to ensure the successful attainment of the Club's goals and strategic plan.

### Strategic:

- Planning and recommending strategic direction to the Board
- Leading membership in a pursuit of excellence at all levels
- Developing, securing Board approval and implementing an Annual Plan and Long Term plan
- Develop and oversee the Club's annual budget
- Monthly reports to the Board in sufficient detail to allow them to assess progress in implementing the annual plan
- Board relations, communication

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# Responsibilities

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## Athletics & Program Development

- Overall and individual program planning
- Supporting the development and execution of annual plans
- Ensure the program is meeting goals related to the Long Term Athlete Development Model
- Ensure the goals and plans are communicated to the athletes and members
- Management and supervision of the coaching staff
- Active on-hill oversight of program implementation by lead coaches
- Leading coaches and technical support staff to implement the latest innovations in training practices, techniques, conditioning, equipment, etc.
- Monitoring performance versus measurable goals

## Operations

- Responsible for all operations of WMSC
- Overseeing all race events hosted by WMSC, including Whistler Cup
- Assisting Race Organizing Committees to ensure best practices
- Participate in the management of the Dave Murray National Training Centre
- Working with the Board to develop volunteer turnout and volunteer capabilities

## Marketing, PR and Sponsorship

- Actively seek and procure corporate sponsorship and grow sponsorship revenues
- Fundraising, sponsorship and legacies implementations and new opportunities
- Marketing the Club and programs to acquire new members/athletes
- Face of WMSC to the public and key stakeholders: Members, Whistler-Blackcomb, BC Alpine, Alpine Canada, FIS, National Sport Organizations, Other Ski Clubs
- Liaison with media

## Administrative

- Development of policies and procedures
- Implementation of approved policies
- Overseeing expenses
- Overseeing of grants and donations
- Ensuring compliance with the Societies Act and Regulations and with all other relevant provincial and federal legislation
- Managing and supervision of the office staff and external partners
- Recruitment and appointment of all paid staff positions with the WMSC
- Overseeing staff and coaching contracts



# Qualifications

The next ED of WMSC is a senior alpine leader who combines elite coaching credibility with proven experience running large, complex programs, including staff, budgets, and high-performance pathways. The ideal candidate is a strategic operator and communicator who understands the Canadian ski system, can lead internal and external stakeholders, and has a track record of developing both athletes and coaches at the highest level.

- Coaching certification (Canadian Level 4 or International equivalent)
- National and international coaching expertise and experience at Nor-Am, Europa Cup or higher level of competition
- Understanding of Canadian culture and alpine ski racing system
- Technical expertise in program and coach development at elite level with proven track record of success
- Alpine racing management experience in a leadership role (5+ years)
- Marketing and sponsorship experience
- Managed a staff of 40+
- Managed budget of \$3M+
- Excellent oral and written communication skills
- Strong organizational and multi-tasking skills, attention to detail
- Experience with stakeholder management (Boards, Associations, Members, etc.)
- Undergraduate degree

The role of Executive Director is a full-time, permanent position based at the Whistler Mountain Ski Club in Whistler, British Columbia. Compensation and work schedule to be negotiated with the WMSC Board of Directors Selection Committee.

Please submit applications to [Chair@wmsc.info](mailto:Chair@wmsc.info) by May 29, 2026

