



Executive Director Job Description

Overview or Organization

Mission

Crested Butte Nordic's mission is to provide individuals of all ages and abilities the opportunity to learn, enjoy, and improve in the sports of cross-country skiing and snowshoeing.

Vision

We envision a world where people live happier healthier lives by having transformational experiences in the outdoors.

About

CB Nordic is a community owned and operated nonprofit nordic ski area that supports the community's mental and physical health by providing access to outdoor recreation, year-round. In winter, CB Nordic grooms 50 kilometers of cross-country ski and snowshoe trails, rents equipment, and hosts programs that make nordic skiing and snowshoeing more fun and accessible. In both summer and winter, CB Nordic hosts world-class nordic ski, backcountry ski, running, and mountain biking events, including the Alley Loop Nordic Marathon and Grand Traverse Triple Crown. All together, these trails, events, and programs support a thriving, healthy community in the Gunnison Valley.

CB Nordic has an annual operating budget approaching \$1.5 million. Revenue sources include trail pass sales, equipment rentals, programs, events, private donations, grants, and other sources. CB Nordic currently has 7 year-round staff members: four full time and three full time in-season/part time off-season. The winter months see payroll swell to 60+ active employees, including groomers, instructors, coaches, tour guides, trail hosts, front desk, and yurt staff. CB Nordic seeks an experienced leader to work with the Board of Directors to support and guide the organization's mission as the Executive Director.



Strategic Plan

The following Pillars support our Short, Medium, and Long term Strategic Initiatives:

- 1) **Strategic Growth:** Plan for continued growth while upholding high standards of quality for all programs and customer experiences.
- 2) **Fiscal and Environmental Sustainability:** Reduce our energy consumption & material consumption; work to best utilize our human & fiscal resources.
- 3) **Outstanding Customer Experience:** Ensure every experience that customers have in our Center, on our trails, or as part of our programs/events is welcoming and memorable.
- 4) **Positive Collaborations & Communication:** Implement coordinated marketing & communications that convey our positive impact; work collaboratively with other partners to magnify impact Gunnison Valley-wide.
- 5) **Facilities for our Future:** Sustain current infrastructure and strategically expand facilities to accommodate increased participation; ensure continued high-quality user experience.

Job Description

The Executive Director is the key management leader of CB Nordic. The Executive Director is responsible for overseeing the administration, programs, events, operations, and strategic plan of the organization. Other key duties include fundraising, marketing, and community outreach. The position reports directly to the Board of Directors.

This is a full time, year-round position. Given the seasonal nature of the organization and the duties of the job, there will be some weeks that are significantly more than 40 hours/week and will include evenings, weekends, and holidays, including major event weekends. This position requires in-person presence in Crested Butte, Colorado.

GENERAL RESPONSIBILITIES

- 1) **Board Governance:** Works with the board in order to fulfill the organization mission.
 - Responsible for leading CB Nordic in a manner that supports and guides the organization's mission as defined by the Board of Directors.
 - Responsible for communicating effectively with the Board and providing, in a timely and accurate manner, all information necessary for the Board to function properly and to make informed decisions.



- Report to and work closely with the Board of Directors to seek their involvement in policy decisions, fundraising, and to increase the overall visibility of the organization
- Strategic planning with the Board and implementation of strategic goals with staff.
- Oversee organization Board and committee meetings.

2) **Financial Performance and Viability:** Develops resources sufficient to ensure the financial health of the organization.

- Engage in fundraising and developing other revenues.
- Planning and operation of the annual budget.
- Oversee the Development Director and collaborate on fundraising and developing other revenues necessary to support CB Nordic's mission.
- Oversee the Finance and HR Director, and ensure that all financial, HR, and administrative functions are legal, accurate, and compliant (990 submission, financial reporting, audits, payroll, etc).
- Responsible for the fiscal integrity of CB Nordic, including submission to the Board a proposed annual budget and monthly financial statements, which accurately reflect the financial condition of the organization.
- Responsible for fiscal management that generally anticipates operating within the approved budget, ensures maximum resource utilization, and maintains the organization in a positive financial position.

3) **Organization Mission and Strategy:** Works with board and staff to ensure that the mission is fulfilled through programs, trail maintenance, events, strategic planning, and community outreach. Effectively supervise, evaluate, and collaborate with organization staff.

- Responsible for implementing the strategic plan through appropriate staff departments to ensure that CB Nordic can successfully fulfill its Mission into the future.
- Enhance CB Nordic's image by being active and visible in the community and by working closely with other professional, municipal, non-profit and private organizations, landowners and land use managers.
- Serve as CB Nordic's primary spokesperson to the organization's constituents, partners, the media, and the general public.



4) **Organization Operations:** Oversees and implements appropriate resources to ensure that the operations of the organization are appropriate.

- Maintain Use Agreements, Permits, Authorizations, Leases, and all other relationships necessary to maintain the winter trail system.
- Responsible for the hiring and retention of competent, qualified staff.
- Establishes employment and administrative policies and procedures for all functions and for the day-to-day operation of the nonprofit.
- Reviews and approves contracts, insurance, and risk management policies.
- Responsible for effective administration of all CB Nordic operations, including programs, events, trails, and services.
- Oversee Marketing & Development Director in executing all fundraising, marketing and communications.
- Oversee Programs Director to ensure faithful execution of the mission, including on-snow programs (Masters, Lessons, Tours, etc) youth programs (competitive and recreational teams), and Yurt programs (Bistro, Dinners, and special events).
- Oversee Operations Manager to ensure high quality trail grooming, maintenance, and other trail operations.
- Oversee Events manager to ensure all events are of high quality and safely executed.
- Responsible for signing all notes, agreements, and other instruments made and entered into and on behalf of the organization.
- Responsible for overall risk management for the organization, including programs, events, trails, and facilities.
- Other duties as assigned by the Board of Directors, including overseeing special projects as they arise.

Current Priorities

- Finishing the fundraising for the Capital Campaign
- Implementing the construction plan for The Outpost
- Working with Town of Crested Butte on building the East Side Cat Garage
- Securing and Maintaining all land use agreements and trail easements with private property owners and other landowners and the Town of Crested Butte.
- Hiring new Marketing & Development Director & any other open, key positions
- Expand employee benefits



- Plan for a remodel of the current Nordic warming house.

DESIRED PROFESSIONAL QUALIFICATIONS

- A bachelor's degree, strong work ethic and a high degree of energy.
- Transparent and high integrity leadership.
- Five or more years senior non-profit or for-profit management experience.
- Experience and skill in working with a Board of Directors.
- High level strategic thinking and planning. Ability to envision and convey the organization's strategic future to the staff, board, stakeholders, volunteers, and donors.
- Ability to effectively communicate the organization's mission to donors, volunteers, and the overall community.
- Demonstrate ability to hire, oversee and collaborate with staff.
- A history of successfully generating new revenue streams and improving financial results.
- Active fundraising experience. Excellent donor relations skills and understanding of the funding community.
- Previous success in establishing relationships with individuals and organizations of influence including funders, partner agencies, and volunteers.
- Solid organizational abilities, including planning, delegating, program development, and task facilitation.
- Financial management skills, including budget preparation, analysis, decision making, and reporting.
- Strong written and oral communication skills with public speaking ability.

COMPENSATION

- **Salary Range:** \$75,000-90,000 DOE.
- **Benefits:** Matching retirement contribution (3%) after the first year. Season Pass. Pro deals. The Board of Directors would like to offer health care benefits and this will be the responsibility of the ED to implement in the coming years. Opportunities for performance-based bonus.

To apply: email cover letter and resume to jobs@cbnordic.org by Sunday, April 3.