

PROGRAM DIRECTOR/GENERAL MANAGER FOR SILVERSTAR FREESTYLE CLUB

EXPRESSIONS OF INTEREST

The Silver Star Freestyle Club (SSFC or the Club) is seeking expressions of interest from people who believe they are qualified to be the Program Director/General Manager (PD/GM) of the Club, as an independent contractor. We expect that the position will be somewhat seasonal, in that the amount of work required will depend on the season. There may also be the opportunity to perform other operational roles.

The precise duties, remuneration and other contractual terms will be finalized through discussions with suitable candidates. If interested, or if you have any questions, please communicate through email to safesport@ssfreesstyle.com.

The following information sets out what PD/GM functions may be considered when choosing the successful candidate.

POSITION OVERVIEW

The PD/GM is to be the lead representative of the SSFC, responsible for overall organizational leadership, strategy, finance and risk management, day to day operations, and external relations in conjunction with the Board of Directors (Board). The PD/GM retains overall accountability to the Board for the performance and sustainability of SSFC. This must be achieved while overseeing day-to-day program operations, coach management, routine communications, detailed trip/event logistics, and by delivering safe, high-quality programs that align with the strategic plan and Long-Term Athlete Development (LTAD) framework.

REPORTING & RELATIONSHIPS

- Reports to Board of Directors (through the President or designate).
- Oversees facility operators; head coaches; designated administrative or support roles.
- Key internal relationships: Board of Directors; facility operators; coaches; administrative staff; volunteers.
- Key external relationships: Silver Star Mountain Resort; Freestyle BC; Freestyle Canada; other Club partners.

KEY RESPONSIBILITIES

Governance, Strategy & Board Relations

- Lead multi-year strategic planning with the Board (typically every four years), coordinate annual updates to the plan and identify key performance indicators.
- Develop an annual organizational operating plan (program, financial, facilities, staffing) aligned with the strategic plan, for Board approval, by May 31 each year.
- Provide regular written and verbal reports to the Board (e.g., monthly/bi-monthly) summarizing:
 - Progress against the operating plan and strategic priorities
 - Financial status and key risks
 - Major operational issues and opportunities.
- Serve as the primary liaison between the Board and other independent contractor positions:
 - Translate Board direction into clear priorities and work plans for the contractors
 - Bring contractors perspectives and operational realities to the Board for decision-making.
- Represent SSFC in key provincial/national governance forums (e.g., AGMs, strategic sessions) with Freestyle BC and Freestyle Canada, alongside designated Board representatives.
- Ensure SSFC's policy framework (including Safe Sport, Code of Conduct, discipline and complaints, travel, risk management, HR) is in place, current, and implemented by staff; escalate serious matters to the Board as required.
- Support Board renewal and effectiveness (e.g., orientation of new directors, periodic Board self-assessments, and provision of requested information or training resources).

Finance, Risk & Compliance

- Develop and manage the club's annual operating budget in collaboration with the Treasurer and/or Board finance/risk committee.
- Monitor financial performance, cash flow, and variances throughout the year; recommend adjustments as needed to remain on track.
- Oversee robust financial systems and internal controls, including:
 - Approvals for expenses and contracts within delegated authority limits
 - Timely payment of operating invoices and facility/user-fee invoices (may be delegated to bookkeeper)
 - Regular reconciliations and accurate bookkeeping.

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- Work with Board delegates to set program fees, levies, and major price points (e.g., facility user fees).
- Provide regular financial reports to the Board and Treasurer (e.g., monthly statements and forecasts) in sufficient detail to assess organizational health and progress.
- Assist with the Club's grant and fundraising strategy:
 - Setting annual grant and fundraising targets in line with strategic and capital needs
 - Help prioritize grant priorities and major submissions
 - Support preparation of high-value grant applications, donor proposals, and reporting.
- Assist Board with all insurance, risk, and legal matters, including:
 - General liability and sport accident coverage
 - Major contracts and MOUs (e.g., with Silver Star Mountain Resort, Freestyle Canada, NATC Board, other facility partners)
 - Engagement with brokers, auditors, and legal counsel as required.
- Ensure compliance with the Societies Act and Regulations, CRA requirements for non-profits, and other relevant provincial and federal legislation.
- Work with Board to oversee SSFC's overall risk-management framework (financial, Safe Sport, travel, facilities, reputational), ensuring appropriate policies exist and that operational implementation is delegated to team members.
- Oversee selection and management of key organizational systems and service providers (e.g., registration and payment platforms, volunteer tracking, communication tools, cloud storage), ensuring appropriate contracts, data protection, and cost-effectiveness.
- Serve as the primary organizational lead for Safe Sport and complaints, including:
 - Acting as SSFC's main liaison with external Independent Third Parties (ITPs), viaSport, and provincial/national Safe Sport offices
 - Ensuring all complaints and incident reports are documented, securely stored, and managed in accordance with SSFC policies and applicable legislation
 - Ensuring that staff and Board understand their roles in complaint intake, investigation, decision-making, and appeal processes.
- Oversee whistleblower protections, ensuring individuals feel safe to report concerns without fear of reprisal.

Facilities, Infrastructure & Major Projects

- Work with Board delegates to develop annual operating and capital budgets for facilities (as applicable) by May 31, for Board approval.
- Ensure that user fees and facility-related invoices are billed, collected, and paid in a timely and accurate manner (in conjunction with bookkeeper).
- Oversee compliance of facility operations with:
 - Facility MOUs, contracts and Resort policies

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- Safety and risk-management standards
- Insurance and indemnification requirements (e.g., COIs from user groups).
- Assist Board to identify and prioritize long-term capital needs and integrate them into financial planning, fundraising, and grant strategies.

Leadership & Organizational Development

- Directly supervise and support key personnel and Head Coaches providing:
 - Clear annual goals and expectations
 - Ongoing support
 - Formal performance reviews
- Work with Board to establish overall personnel structure and role design needed to deliver the strategic and operating plans within approved budgets.
- Lead recruitment and appointment of independent contractors; approve final hiring decisions.
- Approve contracts and compensation frameworks, including performance expectations and evaluation processes, in line with Board direction and financial capacity.
- Develop and oversee HR-related policies (e.g., code of conduct, Safe Sport and complaints, performance management, discipline) in consultation with the Board and others.
- Foster an organizational culture grounded in SSFC values, Safe Sport principles, professionalism, and continuous learning, empowering the Head Coaches to lead day-to-day implementation with coaches and families.
- Ensure effective internal communication systems and meeting structures (e.g., leadership team meetings, independent contractor updates) to support operations and coordinate decision-making.

External Relations, Sponsorship & Advancement

- Approve SSFC's annual competition and event hosting strategy in conjunction with the Board and Head Coaches, ensuring alignment with strategic and financial objectives.
- Oversee high-level communications and brand strategy (key messages, positioning, crisis communications), including routine social media content, newsletters, and day-to-day member communications to personnel/volunteers.

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- Support and leverage community-facing opportunities (town halls, partner events, media coverage) to advance SSFC's reputation and fundraising objectives.

Shared Leadership & Collaboration with Head Coaches

- Work in close partnership with the Head Coaches as the senior leadership team for SSFC, ensuring:
 - Clear division of responsibilities between strategic leadership (PD/GM) and program/coach/operations leadership (Head Coaches)
 - Regular coordination meetings and transparent decision-making
 - Consistent messaging to coaches, athletes, parents, and external partners.
- Jointly identify and prioritize major organizational initiatives each year (e.g., infrastructure projects, Safe Sport improvements, coach development focus areas), and ensure adequate resources and support are in place for successful delivery.
- Assist Head Coaches with recruitment for all independent contractor positions within SSFC by:
 - Drafting and posting independent contractor descriptions for coaching roles
 - Participating in screening and interviews
 - Recommending preferred candidates to the Board for final hiring decisions.
- Maintain key administrative records related to programs (e.g., rosters, incident logs, survey results, athlete-report completion).
- Contribute to role descriptions and performance expectations for contracts (especially coaching roles), for Board approval.
- Design and administer satisfaction surveys:
 - Three times per year to parents (January, end of Winter, end of Summer)
 - Two times per year to coaches (January, end of Winter)
 - Summarize findings and provide recommendations to the relevant Board committees.

Operations

- In conjunction with Head Coaches, oversee daily operations of all SSFC programs, including schedule changes, weather/terrain adjustments, cancellations and make-ups, and daily hill communication in coordination with Silver Star Mountain Resort.
- Coordinate coach assignments for regular training, camps, and competitions to ensure appropriate ratios, expertise, and continuity for athletes.

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- Manage and update program calendars, training locations, and meeting points in coordination with coaches and mountain operations.
- Aid in initial group creation and periodic review of group placements; work with coaches and the PD/GM on any mid-season group changes that have program or financial implications.
- Oversee overall and individual program planning for all SSFC programs and disciplines, aligned with SSFC's strategic direction, LTAD model, and Board-approved annual plans (as set by the PD/GM and Board).
- Support the development and execution of annual program plans (winter, spring, fall, and summer), including key training blocks, camps, and competitions.
- Deliver quality programs that meet annual objectives and the needs of athletes and families, within approved budgets and policies.
- Ensure training design and on-snow delivery follow safety and risk-management protocols (e.g., terrain selection, athlete-coach ratios, emergency action plans).
- Ensure program goals, training blocks, and progression plans are clearly communicated to athletes and members (e.g., pre-season meetings, emails, website, handouts).
- Serve as the primary point of contact for program-related questions from parents and athletes; manage timely, clear email correspondence and parent communication on program logistics.
- Coordinate daily attendance tracking of all athletes and coaches; monitor for discrepancies and follow up promptly.
- Ensure athletes and families understand program goals, expectations, and progression pathways through clear pre-season and in-season communication.
- Oversee completion and accuracy of all air qualification assessments and forms by:
 - Ensuring coaches complete air qualification assessments in a timely and accurate manner
 - Verifying that athletes' air-qualification status is up to date before they train on new features or attempt new tricks
 - Maintaining simple tracking/reporting systems to identify missing or inconsistent entries and following up with coaches as needed.
- Ensure coaches understand and follow Safe Sport, travel, and SSFC Club Manual policies in daily operations.
- Monitor and promptly escalate Safe Sport or other conduct concerns to the Board; assist with documentation and initial information-gathering as required.
- Support delivery of Safe Sport education and reminders to coaches, athletes, and parents (e.g., pre-season training, mid-season refreshers, parent info sessions).
- Ensure coaches meet expectations for:
 - Advance session planning and preparedness
 - Timely completion of mid-season and end-of-season athlete reports by the established deadlines
 - Regular, constructive feedback to athletes and appropriate, timely communication with parents.

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- Support and initiate marketing of SSFC programs to attract and retain members, in collaboration with the Board and any communications volunteers/personnel.
- Act as an operational representative and approachable “face” of SSFC with members, athletes, parents, and hill partners in day-to-day program contexts.
- Work with the communications lead to collect and organize content (photos, stories, competition results) from coaches for use in newsletters, website, and social media.
- Collaborate in developing and maintaining a consistent social media presence that reflects club values, celebrates athlete and coach achievements, and aligns with Safe Sport and privacy guidelines.
- Liaise with other freestyle/freeski/freeride clubs and organizations to explore joint training opportunities, collaborative events, and best-practice sharing to advance the disciplines.
- Identify and communicate medium- and long-term program needs (e.g., facilities, staffing, equipment, coach education) based on trends observed in athlete development, coach capacity, and member feedback.