EXECUTIVE SEARCH

EASTERN DIVISION

Chief Executive Officer

SEARCH CONDUCTED BY

STERLING | MARTIN associates

THE OPPORTUNITY

The Professional Ski Instructors of America and American Association of Snowboard Instructors (PSIA-AASI) seeks a chief executive officer (CEO) to lead its Eastern Division. The PSIA-AASI is the nation's leading snow sports education association. Its mission is to support its individual members and member schools through top-tier industry education, and to provide high-value opportunities for professional development, personal growth, and community engagement. The Eastern Division is the largest division in the organization.

The CEO will report to the Board of Directors of PSIA-AASI Eastern division. In addition to overseeing administrative, financial, and operational functions of the division, the CEO will play a lead role in raising the visibility of PSIA-AASI and snow sports education, and advocate for issues that impact the profession and the division's membership. The CEO will represent the division at snow sports events, trainings, and national meetings. This position can be based at the organization's headquarters in Albany, NY or be virtually based with the expectation that the CEO will work from the Albany office on a routine basis in order to interact with the staff team and help maintain a high functioning environment. Some travel is required.

PSIA-E: AN OVERVIEW

The Professional Ski Instructors of America (PSIA) and the American Association of Snowboard Instructors (AASI) are the national leaders in snow sports education. More than 32,000 individuals belong to PSIA-AASI, making it the world's largest organization dedicated to skiing and snowboarding.

The Eastern Division, a 501(c)(6) organization, operates with an annual budget of $2 million and maintains a division office in Albany, NY with a staff of eight full-time and two seasonal part-time staff members, and more than 150 field education professionals. Of the eight PSIA-AASI divisions throughout the country, the Eastern Division of PSIA-AASI is the largest, both geographically and in membership.

About PSIA-E's Members

With 9,500 members and member schools across the eastern U.S. from Maine to North Carolina, the Eastern Division represents nearly one-third of all PSIA-AASI members nationwide.

About PSIA-E's Work

PSIA-AASI's snow sports education and certification programs are the standard-bearers for all snow sports instructors and schools, providing high expertise standards for the industry and nationally recognized credibility. With three levels of primary certifications in six styles of snow sports, advanced certification opportunities, and a diverse range of continuing education offerings, PSIA-AASI aims to elevate and increase the popularity of snow sports by training quality instructors and helping schools

professionally build and market their businesses. PSIA events, summits, teams, and academies provide its members with educational and networking opportunities and a culture of comradery and community. The organization also offers scholarships through its foundation.

THE CHIEF EXECUTIVE OFFICER ROLE

The CEO of the PSIA-AASI Eastern Division is responsible for achieving results based on the association's outcomes (or, as defined in the policy manual, "ends,") beginning with the primary end stating that the PSIA-AASI Eastern Division exists to ensure all current and prospective members experience high-value education and opportunities for professional development, personal growth, and community engagement. The CEO will achieve these ends at a level that justifies the resources invested.

The PSIA-AASI Eastern Division operates under a policy governance model, using a policy manual to provide clear, proactive guidelines to the CEO and staff, as well as to Board officers, members, and committees. The CEO's work is goal-oriented, guided by policies focused on achieving the association's ends. Although the Board will not prescribe the organizational means by which the CEO approaches these ends, the CEO will be expected to work within the organization's stated parameters defining the boundaries of legality, prudence, and ethics.

The CEO serves as the Board's official connection to this division of the organization, and its achievements and conduct.

Specifically, the CEO will work to ensure that:

- Members can access, use, and receive value from relevant and inspirational education.
- Members' skill sets are validated through consistent and equitable assessment, certification, and credentialing that meet the national standards.
- Members benefit from participation in a diverse, supportive, and nationally recognized professional community.
- Members and the certifications they earn will receive recognition, reward, and respect.
- Individual members, as well as member schools and resorts, will experience high-perceived value through communication and collaboration between the Eastern Division and its national and divisional partners.
- Member snow sports schools and resorts will gain value, efficiencies and enhanced operating success from the Eastern Division's resources, education, activities, and engagement tools.

Critical Competencies for Success

Primary Responsibilities

- Monitor and manage all elements of the organization's operations.
- Serve as the liaison and administrative resource to the Board of Directors with a focus on achieving organizational ends and complying with management limitations.
- Determine and balance roles, duties, and responsibilities of division office and educational staff to meet the needs of the membership.
- Develop and manage the budget, finances, and assets of the organization.
- Manage and grow the 501(c)(3) PSIA Eastern Education Fund, a three-figure scholarship fund.

- Develop initiatives and programming that will support the achievement of organizational ends.
- Determine and facilitate the engagement of volunteers via task forces, action groups, and committees to achieve organizational ends.
- Establish, manage, and maintain the professional staff of the organization.
- Oversee the development of all educational programming and events to serve member needs.
- Oversee all member communication and outreach efforts including publications, website content, and social media.
- Oversee all member service efforts to ensure timely, appropriate, and professional response.
- Serve as the primary "research analyst" for the organization in identifying and responding to both sweeping trends and subtle shifts in the organizational environment that may impact the organization's ability to serve its members and the snow sports industry.
- Represent the Eastern Division at membership events, PSIA-AASI national leadership meetings and snow sport industry events such as the NY-PA Snowsports Expo and New England Ski Summit.

Relationships

The CEO maintains the following relationships:

- Is the partner and primary liaison to the Board Chair while remaining responsible and accountable to the Board of Directors as a whole.
- Oversees and directly manages all division office staff, including those staff members who supervise and direct field education staff.
- Works as a peer and partner with the administrative and executive directors of the affiliated divisions.
- Must develop and maintain a close rapport and partnership with the PSIA-AASI national CEO.
- Must earn the trust and respect of both the individual membership as well as the snow sports school and resort management membership.

CANDIDATE PROFILE

Required Skills, Experience, and Qualifications

- A bachelor's degree is required. An advanced degree is desirable.
- Five or more years of senior, not-for-profit management experience or similar experience in snow sports resort operations, snow sports school management or snow sports education.
- Exceptional budget development and management skills including budget forecasting, preparation, analysis, decision-making, monitoring and reporting.
- Strong organizational abilities including planning, program development and facilitation.
- Strong knowledge of technology tools and IT applications related to association management.
- Strong collaborative, team building, and facilitation skills.
- Exceptional written and oral communication skills
- Command of MS Office suite and comfort level with AMS software.
- Website and social media experience are desirable.

Personal Qualities

In addition to the qualifications listed above, the CEO must have these characteristics:

- Thinks strategically and takes an innovative approach to managing resources and developing opportunities.
- Passion for and long-term commitment to the organization's mission.
- Committed to the long-term success and growth of the snow sports industry.
- Dependable, emotionally intelligent, and self-aware.
- Open-minded and inclusive, seeking and encouraging idea-sharing and engagement from stakeholders before making decisions.
- Committed to finding ways to encourage diversity in the snow sports industry.
- Manages change using a transparent, creative approach that boosts staff morale and enhances membership value.
- Personable, approachable, and available to staff, Board, members, and other stakeholders.
- Positive attitude and inspirational personality.
- Resilient, adaptable, and able to respond to a rapidly changing environment.
- Demonstrates commitment to continued professional growth and development.
- Able to handle complex challenges in an effective, professional manner.

COMPENSATION

A competitive compensation package will be offered to attract an outstanding candidate.

TO APPLY

To apply, please submit a cover letter and current résumé (Microsoft Word® format preferred) at **https://jobs.crelate.com/portal/sterlingmartin/**. The cover letter should outline how your experience fits the requirements of the position as this will be an important factor in considering your candidacy.

PSIA-E is an equal opportunity / affirmative action employer committed to inclusion and cultural diversity in the workplace. Employment selection and related decisions are made without regard to sex, race, color, age, disability, religion, national origin, sexual preference, genetic information, or any other protected class.

ADDITIONAL INFORMATION

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