

## Director of Sport Development

The WSJ / USASJ & NC Sport Development Committee is seeking to appoint an enthusiastic and energetic person to lead our vital Grass Roots Development efforts as our Director of Sport Development. The successful candidate will be inspired by the challenge of growing the sport of ski jumping in the US to create unique character building opportunities for kids across the country.

The successful candidate will be:

- Able to work on his/her own initiative and take responsibility for delivering desired outcomes throughout the ski jumping / nc community.
- Highly enthusiastic and able to inspire young people and adults to engage in and support the growth and development of the sports of ski jumping and nordic combined
- Knowledgeable of current developments within ski jumping and nordic combined.

The successful candidate will:

- Prepare and present quarterly progress reports to the Committee reflecting issues, outcomes, opportunities, and priorities.
- Work with the Sport Development Committee to develop long-range strategies, goals and objectives. We will not micro-manage you and the ideas below are just that, ideas, which we hope will help get the ball rolling. We probably won't care how you go about it if above all you simply succeed at moving the needle on recruitment, retention, and community engagement.

Position Responsibilities:

I. Encourage and empower the community to more effectively **recruit** ski jumpers and nordic combined skiers

Metrics: Number of newly active jumpers/nc skiers; total number of active skiers

Desired Outcome: 1,000 active jumpers/nc skiers by April 1, 2018 (currently 586)

Possible Initiatives:

- Bring focus to the importance of recruiting kids into the sport. Brainstorm with us and help us derive new ways to reel kids in.
- Membership – own this - assure that all athletes, coaches and volunteers are in the database. Collect and update club and facility data.
- What's measured gets done. Broadcast club numbers and recruiting efforts (or lack there of) and create competition among club leaders in growing participation. Celebrate successes to generate further momentum.

- Review, refine and disseminate recruiting material. Assure that the right people have access to the elementary gym class recruiting outline and materials at the right time. Remind and encourage club volunteers to make recruiting efforts utilizing roller jumps in schools, at competitions and wherever appropriate. Follow up and encourage. Refine recruiting section of usaskijumping website to maximize conversion. Create and refine a highly effective recruiting hand-out that clubs can customize and share.
- Work to improve the consistency of the Virtual Nationals.
- Increase entertainment value and spectator numbers at competitions. Outline best practices for successful high-energy competitions by soliciting ideas from Kris Severson and others who do it well. Broadcast these ideas and then broadcast again in a targeted manner to each club w/ a significant competition 3-4 weeks before it takes place. Track rough spectator numbers at events and determine other ways to measure success with events.
- Confer with Erling Rimeslaatten on Norwegian portable 5 meter jump. Integrate into recruiting programs if deemed valuable. Solicit recruiting ideas from Erling and the Norwegians.
- Encourage club leaders (in areas w/ plastic) to recruit actively in the summer via kids summer jump camps. This is an advantage we have over other winter sports. Do a regional test with a local mailer (confer with Dan Mattoon) and determine efficacy. Let adults ride the landing hill in the summer with their alpine skis to create buzz and awareness.
- Network and find a key contact at a ski area in a town with ski jumps. Persuade them to build a 10 meter w/ the snow cat adjacent to their terrain park. Funnel kids in and let them take a jump. Convert them via free intro, free equipment, something free.
- Encourage key clubs to initiate public jump program: get parents to try it, they'll be talking about it for a month afterwards and then it's easier to reel in their kids! This has been done successfully.
- Talk with the makers of the Apple Wee ski jumping video game and any other ski jumping video games and see if you can get them to weave in some sort of subtle recruiting aspect.
- Facebook - encourage coaches to make continuous effort to post photos of club kids jumping on their Facebook pages and on Instagram. Leverage social media to grow the snowball.

II. Through communication and coordination and sharing of best practices, empower the community to better **retain** club ski jumpers:

Metrics: Percentage retained from previous yr, number of active jumpers

Desired Outcomes: Retain 70% of registered jumpers y/y?; 1,000 active jumpers by April 1, 2018

Possible Initiatives:

- Create a tribe, make it sticky. Assure that clubs always offer trophies or medals at competitions. Kids love trophies! Help clubs source medals and trophies. Help clubs source customized team sweat jackets, hats, uniforming, stickers and knick knacks. Promote and elevate the importance of the hill size sticker merit badges.
- Work with Alan Alborn and Clint Jones to maximize participation in and ensure success of coaches education program.
- Work with national team coaches and community members to expand online resources - athlete training programs, coaches education.
- Promote coaches education certification through USSA.
- Through timely communication, promote expanded participation in US Cup and US Junior Cup series
- Gather results from above and post to usasj website to create heros. Manage the series ending activities such as the Virtual Junior Cup / Virtual Nationals.
- Work with clubs, regional and national program leaders to establish and schedule regional series of events leading to regional and national championship events for boys and girls of all ages (U14, Junior Nationals/U17&20, Collegiate/USCSA, and National Championships)
- Equipment – take a rough inventory of club equipment nationwide. Facilitate acquisition of new equipment, transferral / bartering / selling from club to club, create a message board on usasj.org where individuals can buy and sell equipment.
- Hill preparation - share best practices.
- Increase summer participation. Ensure summer camp offering is broadcast to all kids a couple of times. A lot of attrition happens in the summer. Help maximize participation at annual national development camp (PC Springer Tournee) in August. Communicate with clubs and make it easy for parents to enroll their kids – parents are constantly looking for summer activities in which to engage their kids.
- Ensure that coaches are improving upon the format of the annual national development camp (springertournee), year after year. Let's make this amazing camp a little better every year!
- Make heroes: post results online, help get local results in local papers.
- Look up and invite our little league jumpers, one by one, to like USASJ, WSJ and USNC Facebook pages
- National team mentor program; task national team members with mentoring younger athletes via local dry land training sessions, guest coaching, post cards, continuous encouragement.
- Consistently communicate with clubs about the national team athletes and their success.

### III. Engage the community:

Metrics: Registered members in coach, parent, volunteer categories; number of active clubs; facebook likes; email subscribers; number of community assigned tasks that were followed through upon.

Desired Outcome: discuss and set goals tied to above metrics

#### Possible Initiatives:

- Continuously communicate directly with club leaders, encourage them & focus their efforts per above.
- Help clubs provide community opportunities to allow public to try ski jumping.
- Enhance email communication; story project, coaches updates, news.
- Emotion engages people - be on the lookout for inspiring stories that we can broadcast to connect with the community (ie <https://www.youtube.com/watch?v=ebtGRvP3lLg>).
- Actively solicit help from the community. Outline and assign tasks that will move the ball forward. Remind, nudge, follow up.
- Create an online score card for clubs and rate them – bring visibility to how our clubs are doing (the good and the bad):
  1. Number of jumpers, parents, supporters, volunteers registered
  2. Number of practices (winter and summer)
  3. Attendance at regional coaches ed road show
  4. Other

#### Salary:

- This is a salaried position. Applicants should include salary expectation. Salary will be commensurate with qualifications and experience.