

EXECUTIVE DIRECTOR

West Elk Hockey Association | Gunnison Valley, Colorado

The West Elk Hockey Association (WEHA) is a 501(c)(3) nonprofit corporation dedicated to promoting the growth and advancement of ice hockey in the Gunnison Valley. WEHA provides a safe, positive, and development-focused hockey experience for approximately 550 adult and youth players and their families.

POSITION OVERVIEW

The Executive Director (ED) serves as the chief administrative and organizational officer of the West Elk Hockey Association and is the key management leader responsible for executing the organization's mission, strategic plan, and long-term vision. The ED holds final authority over all organizational-level business, operational, and logistical decisions and reports directly to the Board of Directors. The position is reviewed annually by the Board.

Location: Gunnison Valley / Crested Butte, Colorado (On-site)

Employment Type: Full-Time, Exempt, Year-Round

Reports To: WEHA Board of Directors

Salary Range: \$55,000 – \$75,000 depending on qualifications and experience; benefits negotiable

Supervises: Director of Hockey Operations, Adult League Supervisor, Referees, Coaches, Team Managers, Volunteers

KEY RESPONSIBILITIES

1. Organizational Leadership & Strategic Planning

- Lead WEHA in a manner that supports and advances the organization's mission as defined by the Board of Directors.
- Develop, communicate, and execute the annual strategic plan in collaboration with the Board and staff.
- Serve as the primary liaison between the Board of Directors and WEHA staff, providing timely and accurate information to enable effective governance.
- Attend all relevant league, CAHA, and USA Hockey association meetings as WEHA's official representative; advocate proactively for WEHA's best interests.
- Lead monthly Board of Directors meetings, including preparation of agendas, meeting minutes, and action-item tracking.
- Oversee all WEHA committees and ensure alignment with Board-approved policies and goals.

2. Financial Management & Fundraising

- Prepare, present, and manage the annual operating budget in coordination with the Board Treasurer and contracted bookkeeper/accountant.
- Provide monthly financial statements to the Board that accurately reflect the organization's financial condition.
- Ensure fiscal management within the approved budget, maximizing resource utilization while maintaining a positive financial position.
- Identify, pursue, and manage fundraising initiatives, sponsorships, grants, and endowment contributions that support WEHA's mission.

- Manage all revenue streams including registration fees, sponsorship dollars, adult league fees, tournament revenue, and donations.
- Process payroll and oversee all accounts payable and receivable in coordination with WEHA's bookkeeper.
- Ensure timely filing of all nonprofit compliance documents, including IRS Form 990 and Colorado state reporting requirements.

3. Program Administration & Operations

- Oversee and coordinate all scheduling aspects for youth and adult ice programming, including practices, games, tournaments, and special events.
- Assist the Director of Hockey Operations to hire, supervise, and evaluate an Adult League Supervisor, if applicable.
- Manage the organization's registration platform (e.g., Crossbar/TeamSnap) and ensure accurate, current program enrollment records.
- Maintain compliance with all SafeSport program requirements; ensure all staff and coaches are certified and current.
- Sign all notes, agreements, and legal instruments on behalf of the organization, unless otherwise specified by the bylaws.

4. Communications & Community Engagement

- Serve as WEHA's primary spokesperson and public face in the Gunnison Valley community.
- Manage all organizational communications including the weekly newsletter, email updates, website content, and social media channels.
- Build and maintain meaningful partnerships with local schools, civic organizations, municipal entities, the Gunnison Recreation Department, and Crested Butte Mountain Resort.
- Respond promptly and professionally to all member inquiries, conflict resolution situations, and parent/coach/player concerns.
- Design and implement annual membership surveys to measure satisfaction and guide continuous improvement.
- Support fundraising events and community outreach initiatives to grow program participation and WEHA's endowment.

5. Staff & Volunteer Management

- Foster a positive, collaborative organizational culture aligned with WEHA's mission and values.
- Oversee and assist the Director of Hockey Operations in their effort to attract, hire, and retain staff and volunteers where and as necessary.

QUALIFICATIONS & CREDENTIALS

Education & Experience

- Bachelor's degree in business administration, sports management, nonprofit management, recreation management, or a related field preferred; equivalent experience considered.
- Demonstrated experience developing and managing annual operating budgets of \$500,000 or more.
- Hockey playing or coaching experience at a competitive high school level or higher is preferred, but not required.
- Prior experience working in a nonprofit organization is preferred but not required.

Skills & Competencies

- Effective and professional oral and written communicator; confident public speaker.
- Exceptional organizational skills with strong attention to detail and ability to manage competing priorities.
- Demonstrated leadership and team-building abilities; self-starter with an entrepreneurial mindset.
- Advanced computer skills including Microsoft Office Suite, Google Workspace, QuickBooks or equivalent accounting software, and sports registration platforms (Crossbar, TeamSnap, or equivalent).
- Social media management and digital communications proficiency.
- Strong knowledge of USA Hockey structure, CAHA regulations, and SafeSport requirements, or willingness to obtain certifications promptly upon hire.
- Valid driver's license and reliable transportation; ability to travel for league and association meetings.
- Availability for evenings, weekends, and occasional holiday periods consistent with hockey season demands.

Personal Attributes

- Collaborative, community-focused leadership style; ability to work effectively with volunteer boards, parents, coaches, and municipal partners.
- High degree of personal integrity, professionalism, and accountability.
- Ability to manage ambiguity and function effectively in a dynamic, volunteer-driven organization.

COMPENSATION & BENEFITS

Salary range of \$55,000–\$75,000, commensurate with qualifications and experience. Benefits package negotiable; may include health insurance contribution, professional development allowance, and paid time off. Housing assistance may be available. Additional income opportunities may exist through hockey camps, clinics, and league programming.

HOW TO APPLY

Submit a cover letter, résumé, and three professional references to: Director@wehockey.org. Applications will be reviewed on a rolling basis until the position is filled. WEHA is an equal opportunity employer committed to fostering an inclusive environment for all players, families, and staff.