



## Director of Product Development and Information Technology

### SUMMARY

The Director of Product Development and Information Technology reports to the Managing Director and is responsible to oversee all educational program development (including development of material, curriculum content and design) and leads both the Education Committee and Technical Committee. Program development must answer the needs of CSIA members and ski industry. This person will also be responsible for information technology resource developments and upgrades.

### Primary Responsibilities:

- Development of the CSIA national standards, including the program curriculums, pathways, methodology and technique applied to all CSIA programs, in conjunction with the recommendations from the Education and Technical Committees.
- Provides ongoing leadership and support to both the Education and Technical Committees.
- Instigates and develops membership feedback and input tools (examples: Town Halls and Surveys). Gathering and using information gather to develop or modify educational programs required to better serve the CSIA membership. Enabling the offering of appropriate training to better the success rate on higher certification or professional development required by members and industry.
- Instigates and develops industry partner's feedback and input tools (examples: focus groups and surveys). Gathering and using information gather to develop or modify educational programs in view of delivering better trained leaders to our industry partners. This may include the development of new business training program for future ski school managers and directors.
- Development of all educational material to be used in the delivery of CSIA programs and provided to members for professional development.
- Responsible for the development/upgrade of the information technology structure, platforms, assets and resources, including database, learning management system, online learning, mobile tools and website (in conjunction with DoM).
- Works with other Senior Leadership Team members.
- Works in collaboration with other directors to ensure CSIA's strategic direction and objectives are successful.

### Core competencies:

- A solid background in the ski school and ski area industry
- A working knowledge of ski technique
- A working knowledge of teaching methodology
- A strategic and proven working knowledge of both current and emerging information technology.
- Proven executive level management experience (staff and contractor management)

### Education:

The ideal candidate has:

- A CSIA Level 4 certification, with Course Conductor experience
- A university degree in education development or equivalent work experience.
- Information technology management training or work experience.
- Additional experience would include staff/contractor supervision and management.

# Program Director

## SUMMARY

The Program Director reports to the Managing Director and is responsible to oversee all educational program delivery (including scheduling) and Course Conductor development. This person will ensure an optimal program delivery across Canada and overseas (where possible), providing educational services to CSIA members and candidates. This person will also participate in the promotion of the CSIA, its programs and membership within the ski industry.

## Primary Responsibilities:

- Oversees the delivery of all CSIA educational and certification programs, which includes the scheduling, assignment of resources and on hill operations. Maximizing program participation and offering coverage across Canada and overseas (where possible).
- Responsible to create and submit a program budget for approval, as well as monitor all expenditures, against this approved budget.
- Maintains and ensures the consistent adherence to established national standards across all certification levels and educational programs.
- Responsible for all Course Conductor development, which includes, but is not limited to:
  - Identification of potential Course Conductors
  - Delivery of all Course Conductor Training; communicating guidelines and ensures Course Conductors have the appropriate level of competency for program delivery.
  - Course Conductors Mentoring Program
- Manages the team of Education Program Coordinators (EPC), team of Regional Administrative Coordinators (RAC) and the National Program Coordinator
- Interski Team
- Works with other Senior Leadership Team members
- Works in collaboration with other Directors to ensure CSIA's strategic direction and objectives are successful.

## Core competencies:

- Highly detailed and organized (extensive travel required)
- Forward thinker
- A solid background in the ski school and ski area industry
- A working knowledge of ski technique
- A working knowledge of teaching methodology
- Proven executive level management experience (staff and contractor management)

## Education:

The ideal candidate has:

- A CSIA Level 4 Certification, with Course Conductor experience.
- A university degree in sport administration or equivalent work experience.
- Additional experience would include staff/contractor supervision and management.

# Director of Marketing

## SUMMARY

The Director of Marketing reports to the Managing Director and is responsible for the organization's marketing activities and oversees the development and delivery of an integrated marketing strategy for the organization. This person will develop and implement the marketing/communication plan in line with CSIA's strategic goals and increase membership value. This includes all communications (internal and external), partnerships relations/creation and promotional material. This position will also be responsible for managing the organization's social media and online interactions, as well as continuous analysis of competitive environment, industry trends and recommend proactive strategies.

## Primary Responsibilities:

- Development and implementation of a fully integrated marketing/communication strategy for the organization in line with CSIA strategic plan;
- Creation, implementation and optimization of CSIA brand awareness and recruitment campaigns or tools (i.e.: how to become an instructor, promotion of the ski instructor profession and sport).
- Responsible for maintaining and growing member-valued benefits;
- Responsible to maintain and grow the CSIA Sponsorship Program; ensuring a strong sponsorship/relationship management;
- Analyses the brand and current strategy, highlighting areas of weaknesses or conflicting messages and developing changes required; resulting in increased sales, brand loyalty and membership retention;
- Oversees the CSIA's internal/external communication strategy (including to members, partners, industry and public);
- Oversees the social media strategy for the CSIA ensuring it aligns with the organization's brand;
- Responsible for the development and consistency of brand through communications vehicles;
- Responsible to create and submit the annual marketing/communication department budget for the approval and monitor all expenditures, against this approved budget;
- Responsible for creation of visual/promotional assets to promote CSIA products and special events including: Member conventions, trade shows, on-snow programs, Interski and Regional event support;
- Responsible for updating website content;
- Works with other Senior Leadership Team members.

## Core Competencies

- Prior innovative marketing experience
- Excellent communication skills (bilingual an asset)
- A solid background in the ski school and ski area industry
- A working knowledge of ski technique
- A working knowledge of teaching methodology
- A proven working knowledge of both current and emerging communication platforms
- Proven executive level management experience (staff and contractor management)

## Education:

The ideal candidate has:

- Experience in a Marketing management position;
- Extensive knowledge and experience of various social media platforms.