



**Job Title:** President, Ski California

**Location:** Northern California

**Salary Range:** \$175,000 to \$215,000 (and competitive benefits package)

## Overview

Ski California is a 501(c)(6) non-profit trade association that represents 36 ski resorts in California and Nevada. The organization develops and maintains strong relationships with government officials, tourism groups, media, and ski industry leaders to advocate for industry-related initiatives and perspectives that affect mountain communities and businesses. Ski California also provides industry education and researches, analyzes, and pursues safety while preserving the integrity of mountain sports and the natural environment in which they are enjoyed by millions each year.

Ski California's vision is to serve as the platform of continuity and integrity for the ski industry in California and Nevada. Its mission is to support and serve the ski industry through advocacy in government relations, public policy, education, and collaborative guidance on industry objectives.

## Job Summary

The President of Ski California serves as the primary leader and representative of the ski industry in California and Nevada. This role requires a visionary leader who can oversee advocacy efforts, manage public relations with a focus on safety, support industry education, drive innovation, and maintain fiscal responsibility. The President will cultivate key relationships with government agencies, legislators, and industry partners while ensuring that Ski California continues to thrive and grow in alignment with its strategic vision and mission. In short, the President is a jack of all trades with the ability to manage multiple priorities and do whatever is necessary to get the job done.

## Key Responsibilities

- **Advocacy:** Lead government relations and legislative advocacy efforts, maintaining top-level relationships with federal and state agencies (e.g., USFS, Caltrans, Cal/OSHA). Drive the creation and implementation of advocacy strategies on issues like climate solutions, wildfire mitigation, and industry regulations.
- **Education Development:** Oversee and develop training programs for ski resorts, including lift operations, maintenance, and safety. Work with education partners to expand the reach of programs through online platforms and in-person training.
- **Public Relations & Safety:** Lead public relations campaigns with a primary focus on safety. Implement proactive safety initiatives while collaborating with media and member resorts to promote a culture of responsibility.
- **Innovation & Strategic Growth:** Proactively innovate Ski California's services and influence within the industry. Explore new opportunities for collaboration, such as expanding membership, launching new programs, and increasing visibility across state and national levels.



- **Fiscal Responsibility:** Ensure the organization operates with financial stability by managing budgets, maintaining healthy reserves, and overseeing the successful operation of programs.
- **Leadership & Collaboration:** Serve as the face of Ski California, working with the board, member resorts, industry organizations (e.g., NSAA), and external stakeholders. Foster a collaborative, cooperative environment within the ski industry, ensuring alignment with national efforts and initiatives.

### Key Qualifications

- Demonstrated leadership experience, ideally in the ski or related outdoor industry.
- Proven advocacy skills with a track record of success in government relations and regulatory environments.
- Experience with public relations, particularly in safety and risk management.
- Financial acumen with the ability to manage budgets and guide an organization toward sustainable growth.
- Technologically savvy, capable of leveraging digital tools for education, communication, and operational efficiency.
- Excellent communication and relationship-building skills, with experience working across diverse groups including government bodies, member organizations, and industry stakeholders.
- Passion for the ski industry and a commitment to promoting safety, sustainability, and inclusivity.

The President's work, in collaboration with the Ski California Board of Directors, will align with the pillars of Ski California's strategic plan:

1. **Drive Advocacy:** Strengthen relationships with government agencies and legislators to remove barriers and drive solutions for the ski industry.
2. **Develop Education:** Provide critical training and educational support in areas like safety, lift operations, and risk management.
3. **Create Effective Public Relations:** Lead campaigns that promote safety and support the industry's public image.
4. **Innovate Identity and Influence:** Develop new initiatives and partnerships that elevate Ski California's role within the industry.
5. **Maintain Fiscal Responsibility:** Oversee financial operations to ensure long-term sustainability, including managing the Gold Pass program and maintaining a strong financial reserve.

Interested and qualified applicants should email [info@californiasnow.com](mailto:info@californiasnow.com) with a cover letter and resume, including references.