



National Interscholastic Cycling Association  
2414 Sixth Street  
Berkeley CA 94710

## **Wisconsin NICA League Director Job Description and Call of Applicants**

MISSION: We build strong minds, bodies, character, and communities through cycling.

VISION: Every youth is empowered to be part of a thriving and engaged cycling community.

VALUES: Fun, Inclusivity, Equity, Respect, and Community.

The Wisconsin High School Cycling League (“Wisconsin League”) became a project league of the National Interscholastic Cycling Association (“NICA”) in the Fall of 2014. Since that first year of 60 riders and 6 teams, the Wisconsin League has exploded to over 1,200 student athletes, 700 coaches and 70 teams.

The Wisconsin League is now actively transitioning within NICA to become a full Chapter League and is beginning the search for a Wisconsin NICA League Director. The League Director will provide leadership, vision and direction to the local organization and within the NICA national organization. The League Director will represent NICA in the community to fulfill NICA’s mission and to ensure the financial health and long-term viability of NICA programs in the State of Wisconsin.

The Wisconsin NICA League Director works under the guidance of the Wisconsin League Board of Directors and NICA national to accomplish the mission, fulfill the vision and incorporate the values of the organization into the league. The League Director is a NICA national employee reporting to the Wisconsin League Board. The NICA national President provides input to the League Directors annual review. The League Director is responsible for overseeing League operations, promoting and maintaining NICA’s core values and culture. The League Director is a collaborative and inspirational leader who works closely with the local leadership advisors to establish a program that will grow participation and create financial sustainability.

### **Key Responsibilities**

#### **Program Operations and Strategic Planning**

- Be familiar with and understand NICA strategic plan and Key Performance Indicators (KPIs), tracking progress and developing strategies toward meeting organizational goals
  - Create a Wisconsin League state-level operational plan and budget to implement NICA programs
- Oversee the planning, implementation, execution, management and evaluation of all programs, events and activities for the Wisconsin League
- Monitor the delivery of programs to maintain or improve quality
  - Strengthen and oversee the efficient and effective day-to-day operation of the organization
- Ability to recruit, educate, lead and support, volunteer coaches and Wisconsin League teams
- Recruit, train and support core staff and event production staff in accordance with NICA programming best practices
- In coordination with NICA national and the Wisconsin League Board of Directors, identify and plan for infrastructure growth to parallel growth of participation in the league
- Locate and secure access to appropriate venues for team training and league-wide weekend events
- Ensure compliance with all federal, state and regional laws governing nonprofit organizations
- Ensure compliance with the League/NICA agreement as well as all NICA policies, procedures, standards and guidelines.

## **Human Resources**

- Establish and maintain a positive, healthy and safe work environment in accordance with all appropriate legislation, regulations and organizational policies
- Determine and maintain appropriate staffing structure; oversee recruiting, training, development, and evaluation of staff, with focus on retaining high performing members.
  - Ability to recruit, lead and manage volunteers
- Work with NICA national HR manager as needed to address HR concerns
- Oversee coaches working with teams within your league, manage training and development

## **Marketing and Brand**

- Lead the development of a Wisconsin League marketing plan that aligns with the NICA national brand
- Coordinate with the NICA national marketing and communications team to develop messaging that aligns with the national brand and NICA's mission, vision and values.
  - Ensure the Wisconsin League website aligns with NICA national brand while incorporating local community culture.
  - Establish emails, newsletters and social media presence for the Wisconsin League that aligns with NICA brand, messaging, voice and mission.
- Develop relationships with the local media and serve as the Wisconsin League's primary contact to market the program and build additional community support
- Partner with NICA national staff to plan local marketing campaigns that nest with national efforts and partner to maximize cause related marketing and other national opportunities locally.

## **Community Relations: Fund Development**

- Develop diverse funding streams and long-term plans to best support the Wisconsin League
- Cultivate relationships with donors, sponsors, coaches, participants, parents and volunteers
- Work with national staff to research funding sources; develop realistic fundraising plans; meet with donors; and write funding proposals to increase the funds of the organization
- Participate in NICA national resource development guild meetings
- Become familiar with basic principles of using the NICA national CRM

## **Community Relations: Advocacy**

- Communicate with constituents to keep them informed of the Wisconsin League's work
- Establish strong working relationships and collaborative arrangements with community groups, industry partners, funders, and other organizations to help achieve the goals of the organization
- Represent the League at community activities to enhance the organization's community profile

## **Safety & Risk Management**

- Develop and foster a strong and open dialogue with the local leadership and operations team as well as NICA national.
- Identify and evaluate the risks to the League's participants, staff, and volunteers and implement measures to mitigate those risks
- Coordinate league and team safety and risk reporting to the Board of Directors and NICA national
- Respond to incidents and crises occurring at the league and team-levels and inform NICA national in a timely manner
  - Request help and support as needed from NICA national
- Maintain ethical standards and accountability, manage risk, perform due diligence, and implement operational best practices

## **Financial Management**

- Responsible for ensuring optimal financial performance and sustainability of the league
- In cooperation with the Wisconsin League Board of Directors, create an annual comprehensive budget based on annual operational plan
- Adhere to financial policy and internal controls to maintain processes to manage the organization's funds as agreed upon by NICA national and the Wisconsin League Board of Directors
- Administer the funds of the league according to the approved budget and any donor or restricted funds, while monitoring the monthly cash flow of the organization
- Review and analyze financial activities (income and expense) to discern trends, identify areas of improvement, address problems and develop forecasts

## **Other Duties as Assigned**

## **Qualifications**

- Bachelor's degree and 5+ years of relevant business experience in a management and leadership role, including staff management, strategic planning and Board interface in a non-profit or educational setting;
- Experience with or strong knowledge of NICA League programs and operations
- Business background in financial management, operational planning, people management
- Proven professional with demonstrated successful experience in leading a team, overseeing fundraising activities, expanding mission relevant programs, and ensuring organizational effectiveness;
- Strong interpersonal skills that have forged productive relationships across broad sector lines (volunteers, staff, funders, donors, community partners, community leaders, coaches, student athletes, parents, public officials, etc.);
- Ability to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency
- Excellent communication skills including speaking, listening and writing in a clear, thorough manner
- Ability to determine strategies to move the organization forward, set goals, create and implement action plans and evaluate the process and results
- Commitment to NICA's mission, vision and values
- Ability to travel to other work locations and meetings/trainings across the country if required including possession of a valid driver's license;
- Requires significant work time on a computer;
- Background check will need to be processed (required for work with student athletes)
- Self-starter that leads by example, but doesn't do work for others

## **Physical Demands and Work Environment**

The ideal candidate should be an active member of all League activities, including the set-up and tear-down of the race and event venues. Work will be performed in a variety of settings including outdoors, school sites and an office environment. Physical ability to lift up to 20 pounds; and to bend, stoop, sit on the floor, climb stairs, walk and reach overhead. The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this position.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **To Apply**

Please send a cover letter and resume to Kelly Curry, NICA national HR Director at [jobs@nationalmtb.org](mailto:jobs@nationalmtb.org) by November 6, 2021. Those whose applications are up for consideration, will be contacted after December 5, 2021, at the latest.

NICA is an equal opportunity employer and considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.