



NICA West Virginia League Director

MISSION

We build strong minds, bodies, character, and communities through the inclusive sport of interscholastic cycling

VISION

Every NorCal youth is empowered to be part of a thriving and engaged cycling community

VALUES

Fun, Inclusivity, Equity, Respect, and Community

National Interscholastic Cycling Association (NICA) League Directors provide leadership, vision, and direction to the local organization (league) and within the NICA national organization. The League Director represents NICA in the community to fulfill NICA's mission and to ensure the financial health and long-term viability of NICA programs.

The League Director works under the guidance of 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 employee, reporting to the President of NICA and 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. This position has a salary range of \$40,000-\$50,000/ year with room to grow in the future.

KEY RESPONSIBILITIES

Program operations & strategic planning

- Familiar with and understand NICA strategic plan and Objectives and Key Results (OKRs), tracking progress and developing strategies toward meeting organizational goals
 - Create league level operational plan to implement programs
- Oversee the planning, implementation, execution, management and evaluation of all programs, events and activities in your local 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 local league teams
- In coordination with NICA national and local advisors, 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 national Director of Human Resources as needed to address HR concerns
- Oversee coaches working with teams within your league, manage training and development

Marketing & brand

- Develop local marketing plan that aligns with 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
 - Craft league emails and newsletters that are consistent with NICA brand and messaging
 - Ensure the league website aligns with NICA brand while incorporating local community culture
 - Establish social media presence for the league that aligns with NICA brand, messaging, voice and mission
- Develop relationships with the local media and serve as the 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 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 national CRM

Community relations – Advocacy

- Communicate with constituents to keep them informed of the 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 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
- Work with NICA national to create an annual comprehensive budget based on annual operational plan
- Work with NICA national to adhere to financial policy and internal controls to maintain processes to manage the organization's funds
- Work with NICA national to 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

- Must have 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)

Physical demands and work environment

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; 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, Director of Human Resources at jobs@nationalmtb.org by September 29, 2025. Those whose applications are up for consideration will be notified after that date.

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.