



WATERVILLE VALLEY BLACK & BLUE TRAIL SMASHERS

Snowsports Education Foundation

Pioneering Snowsports; Cultivating Tomorrow's Leaders

Waterville Valley Academy & WVBBTS Ski Club

Job Description

Marketing & Administrative Assistant

Waterville Valley Academy/ WVBBTS is seeking a Marketing and Administrative assistant to join the staff of our small and innovative Snowsports academy. This is a year-round, full-time position on the WVBBTS Administrative team, reporting to the Executive Director. This is a wide ranging position that will work closely with the other staff to accomplish administrative duties and move forward the organizations marketing strategy.

WVBBTS Mission: WVBBTS provides world-class competitive Snowsports for club and academy athletes with exceptional coaches, educators, and training venues, in a family-focused community.

Waterville Valley BBTS Ski Education Foundation ("BBTS") is a ski club with a long and storied history. The club was founded in 1934 by a group of families trying to create a community of fellow skiers in the White Mountains of New Hampshire. Since its earliest days, the club has been based in what is now the Waterville Valley area. In the 1960s, when the Waterville Valley ski area was established, BBTS agreed to share space on the slopes of Mt Tecumseh with the entity that would become the Waterville Company. Today, the WVBBTS community numbers about 200 current families.

Our weekend program includes programs for Mitey Mites (ages 5-7) where our youngest skiers are introduced to all disciplines of skiing; Freestyle (Moguls); Freeski (Slopestyle, Big Air, Halfpipe and Rails); Snowboard (Alpine and Freeride); and Alpine Ski Racing from U10 through Masters. At our home mountain, Waterville Valley Resort, the club partners with the resort to annually host races and freeski, freestyle and snowboard (FFS) competitions up to and including US Alpine and Freestyle Nationals and Nor-Am races, as well as events and races down to our youngest competitors.

In 1972, **Waterville Valley Academy ("WVA")** was founded, as a 5-month program for aspiring student-athletes to support their snowsports aspirations, while continuing to remain academically engaged with their home (sending) schools. Originally, WVA enrolled "Winter Term" students only. In 2013, WVA evolved and added a "Full Term" program, which quickly received accreditation from the New England Association of Schools and Colleges (NEASC). The WVA experience is differentiated by the small size of the school, and a unique focus on Advanced Placement courses. AP courses allow WVA student-athletes to not only distinguish themselves athletically through our world-class snowsports programs, but also academically by demonstrating a level of objective rigor in our courses. Today, WVA enrolls student-athletes at the middle school, high school and post-graduate high school (PG) levels for both full and winter terms.





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Duties & Responsibilities

- **Marketing**
 - Manage, and implement broad marketing strategy for WVA & BBTS Admissions
 - Create Campaigns with new media and content
 - Implement social media management based on strategy
 - Website Management
 - Creation of Press Releases, Town Reports, and other external marketing materials
 - Interface and promote academy program within WVBBS
- **Admin Assistant**
 - Assist in management of WVA/BBTS Events (fundraisers, graduation, school activities)
 - Promote WVBBS programs and help prospective WVBBS families choose correct programs
 - Create, manage, and monitor the BBTS registration process
 - Assist in management of logistics for commercial camps
 - Clothing and uniforms orders
 - Support communications efforts by building and maintaining email distribution lists
 - Other admin duties as assigned.

Qualifications & Skills

- Strong background in education and competitive sport programming
- 3-5 Years' experience in marketing or related fields
- Selfless team player, intrinsically motivated with proven leadership skills
- Detail oriented with good time management and communication skills
- Competence in the Google suite and Microsoft Office.
- Adobe suite and digital design knowledge
- Strong background in social media marketing

Standards

- Marketing & Administrative Assistant is a full-time, year-round, salaried, exempt position and works primarily out of the WVA Admin office.
- Pay commensurate with experience.
- Employee sponsored Health Insurance, 403(b) plans and flex benefit payment available to full time employees

**Interested applicants should submit a resume and cover letter to Executive Director Tom Sell –
tsell@wvbbs.org**

**Waterville Valley Black and Blue Trail Smashers Snowsports Educational Foundation P.O.
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