

West Elk Soccer Association - Executive Director - Job Description

About WESA

The West Elk Soccer Association (WESA) fosters soccer development and provides a fun, high quality experience for youth and adults living in the Gunnison valley. Through our work, we envision a community with a strong love of soccer that prioritizes sportsmanship, leadership, and skill development through investment in the player, coach, referee, and team. We envision players who embody a deep appreciation for soccer and develop lifelong skills such as leadership, teamwork, and responsibility to carry with them in future endeavors.

WESA offers year-round programming for 325 youth ages 8-18 and preK including two league seasons, winter indoor programming, preschool programs, summer camps and clinics, a high school Spain trip, and an Adult Tournament. WESA hosts three annual fundraiser events including the Marathon Games, Adult Tournament, and Stick & Ball Open golf tournament.

Position Overview

WESA is seeking an organized, energetic, community-minded, and highly capable Executive Director to lead the organization's day-to-day administrative and operational activities and help guide its continued growth and development. The Executive Director is the primary administrative leader of WESA and works closely with the Board of Directors and Director of Coaching to ensure that the organization operates effectively, responsibly, and in alignment with its mission. The Executive Director will oversee the business and administrative functions of the organization while partnering with the Director of Coaching on the delivery and development of WESA's soccer programs.

The successful candidate will be comfortable working at both the strategic and operational levels. This is a highly varied position that requires someone who can manage finances and organizational planning while also communicating with parents, coordinating events, working with sponsors, supporting coaches, preparing Board materials, and solving unexpected problems as they arise. The Executive Director will also serve as an ambassador for WESA and, in conjunction with the Director of Coaching, develop and maintain positive relationships with other soccer organizations, community organizations, businesses, sponsors, and partners throughout the Western Slope.

Key Responsibilities

Organizational Leadership & Administration

- Oversee the day-to-day administrative and operational activities of WESA, serving as a primary point of contact for families, coaches, volunteers, sponsors, community partners, and other stakeholders.
- Work closely with the Board of Directors and Director of Coaching to establish priorities, manage organizational activities and deadlines, and ensure effective execution of WESA programs and initiatives.
- Maintain organizational systems, records, policies, procedures, communications, and annual calendars while identifying operational needs, challenges, and opportunities.
- Support the Board and volunteers through meeting preparation, regular organizational and financial reporting, and coordination of Board and other organizational activities.

Financial Management

- Provide overall financial oversight and stewardship of WESA's resources, ensuring accurate records, sound financial practices, and appropriate internal controls.
- Develop and manage the annual budget, monitor financial performance throughout the year, and provide timely financial reporting and recommendations to the Board.
- Oversee day-to-day financial operations, including revenue collection, expenses, payroll, financial aid, grants, sponsorships, and other organizational financial activities.
- Coordinate with the Board, accountant, and other financial professionals on tax filings, compliance, financial planning, and the long-term financial sustainability of WESA.

Fundraising, Grants & Sponsorships

- Develop and implement an annual fundraising strategy in collaboration with the Board and Director of Coaching
- Identify, pursue, and manage grant opportunities, including applications, reporting, and relationships with grant-making organizations.
- Develop and maintain relationships with current and prospective sponsors and oversee sponsorship opportunities across WESA programs and events.
- Cultivate new fundraising opportunities and community partnerships that support WESA's long-term financial sustainability and accessibility.

Programs & Seasonal Operations

The Executive Director will provide administrative and operational support for WESA's year-round programming in partnership with the Director of Coaching.

Responsibilities include:

- Oversee the administrative and operational aspects of WESA's year-round programs, including registrations, scheduling, facility rentals, waivers, payments, financial aid, lodging, transportation, visiting coaches, and parent communications.
- Ensure program information, registration systems, schedules, and operational details are accurate, timely, and effectively communicated to families and staff.
- Support operations and logistics for camps, league seasons, clinics, travel programs, and special programming.
- Collect and analyze participant and parent feedback to identify opportunities for improvement.
- Oversee ordering and distribution of practice jerseys, uniforms, coach gear, and other club materials

Coaches, Staff & Volunteers

- Coordinate payroll and compensation for coaches and other WESA staff.
- Support seasonal coach onboarding and required employment documentation.
- Coordinate background checks and other required risk-management documentation.
- Coordinate coach lodging and travel when appropriate.
- Coordinate volunteers for tournaments, events, fundraising activities, and other club initiatives.
- Help foster a positive, professional, and collaborative organizational culture.

Events & Tournaments

- Coordinate the administrative and logistical planning of WESA's fundraiser events including registration, facilities, permits, vendors, lodging, staffing, volunteers, and event communications.
- Manage event-related contracts, budgets, sponsorships, and vendor relationships while ensuring events are well organized and financially responsible.
- Oversee event execution and follow-up, including coordination with staff and volunteers, post-event financial reconciliation, and sponsor and participant communications.

Marketing & Communications

- Oversee WESA's communications with families, players, coaches, sponsors, and the broader community, ensuring information is timely, accurate, professional, and consistent.
- Manage WESA's website, email communications, social media accounts, and other promotional channels to effectively communicate programs, registration, events, and organizational news.
- Develop and coordinate marketing, advertising, annual reports, and other communications that promote WESA's programs, mission, community impact, and fundraising efforts.

Risk Management, Compliance & Insurance

- Oversee WESA's compliance with applicable nonprofit, employment, insurance, and regulatory requirements.
- Manage organizational insurance, certificates of insurance, background checks, waivers, agreements, and other risk-management requirements.
- Review organizational policies and procedures annually and work with the Board to recommend updates that support WESA's compliance, safety, and effective operations.

Board & Organizational Relationship

The Executive Director will work closely with the Director of Coaching. In general: The Executive Director is responsible for the business, administrative, financial, operational, fundraising, communications, and organizational functions of WESA. The Director of Programs & Coaching is responsible for the technical and soccer-programming functions of WESA. The two positions are expected to collaborate closely and communicate regularly to ensure that WESA provides a cohesive and high-quality experience for players, families, coaches, and the broader soccer community.

Qualifications

Required Qualifications

- Demonstrated experience managing multiple projects, priorities, and deadlines.
- Strong organizational and administrative skills.
- Excellent written and verbal communication skills.
- Strong financial aptitude and attention to detail.
- Ability to manage confidential financial, personnel, and organizational information.
- Ability to work independently, take initiative, and follow projects through to completion.
- Strong interpersonal skills and a professional, cooperative, and service-oriented manner.
- Ability to adapt to changing priorities and solve problems effectively.
- Strong computer skills and comfort learning new software and technology.
- Ability to work effectively with a Board of Directors, staff, coaches, volunteers, parents, sponsors, vendors, and community partners.
- Ability to work occasional evenings and weekends for Board meetings, games, tournaments, camps, and events.

Preferred Qualifications

- Experience working for a nonprofit organization.
- Experience with youth sports or soccer organizations.
- Experience with QuickBooks or comparable accounting software.
- Experience with nonprofit budgeting and financial reporting.
- Grant writing and grant administration experience.
- Fundraising and sponsorship development experience.
- Experience managing employees, contractors, or volunteers.
- Experience with Mailchimp, website content management, and social media.

- Familiarity with nonprofit governance and Board operations.
 - Experience coordinating youth sports tournaments, camps, travel programs, or special events.
 - Knowledge of the soccer community in Colorado or the Western Slope.
-

Work Environment & Schedule

This is a full-time, year round position, with heaviest hours from April to October each year.

The Executive Director should expect:

- A combination of office and remote work. Must live in the Gunnison Valley, Colorado.
- Attendance at selected games, tournaments, camps, and events.
- Occasional local and regional travel.

Period	Average weekly hours
October–January	20–25
February–May	25–30
June–September	30–35
Annual average	~25-30 hours per week

Compensation

Salary Compensation: \$53,000-63,000 depending on experience

How to Apply

Interested candidates should submit:

- Resume
- Cover letter describing their interest in WESA and the Executive Director position
- Three professional references

Applications should be submitted to the Hiring Committee at westelksoccer@gmail.com by 9:00am October 2nd.