



Jackson Ski Touring Foundation

www.jacksonxc.org

Executive Director

Position

Organization

Jackson Ski Touring Foundation, founded in 1972, is a 501(c)(3) non-profit corporation and renowned provider of exceptional quality cross country skiing and snowshoeing experiences, located in the quaint village of Jackson, New Hampshire. JSTF maintains a vast network of cross-country and snowshoeing trails exceeding 100 km on land owned by JSTF, 70+ private landowners, the Town of Jackson, and the White Mountain National Forest. The JSTF annual operating budget exceeds \$800,000.

Position Summary

The Executive Director (“ED”) is a full-time position responsible for all operations of the Jackson Ski Touring Foundation and for providing leadership for the Foundation and its operations. The ED works with the Board of Directors to set policy and procedures for the operation and future of the Foundation, and to ensure mission alignment, organizational stability, and community impact. The ED is the public face of the organization, the internal leader of staff and operations, and the steward of JSTF’s financial and programmatic health. The ED directly manages several functional staff members and oversees approximately 50-60 employees and volunteers who are primarily seasonal.

Qualifications

- Bachelor’s degree preferred but not required.
- Minimum of five years of experience managing functions relevant to a cross-country skiing operation.
- Strong interpersonal and communication skills with an ability to build and maintain solid relationships with the Board of Directors, landowners, and donor benefactors.
- Proficient time and project management skills with ability to effectively plan, execute, and delegate tasks.
- Solid working knowledge of Microsoft 365 for preparing budgets, presentations, and communications.
- Passion for outdoor recreation including cross country skiing and snowshoeing is a plus.

Compensation: Highly competitive and commensurate with experience.

Reports to: The President of the Board of Directors

Anticipated Start Date: Summer 2026

Application Period: Ends on Monday, April 6, 2026

How to Apply: Please send a cover letter of interest and resume to: JSTF ED Search Committee at: jacksonxcjobs@gmail.com. Confidentiality will be fully respected.



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Job Description

The Executive Director role is organized around **three key areas of responsibility**:

1. Institutional and Outward Facing Collaboration

- Provide overall dynamic leadership and direction to maintain JSTF as the premier northeastern cross-country skiing and snowshoeing destination.
- Identify and develop innovative programs and services within the JSTF mission that are advantageous for the future financial success of the Jackson Ski Touring Foundation and beneficial to the village of Jackson, New Hampshire.
- Develop initiatives to increase and diversify the cross-country skiing and snowshoeing population, and to create the next generation of cross-country skiers.
- Plan and execute high quality, inclusive, local, regional, and national class events that serve both the racing and non-racing cross-country skiing and snowshoeing public.
- Initiate, develop, and oversee programming for constituent groups (e.g. Friday Gliders, Sliders, etc.).
- Work with the Board of Directors to:
 - Secure permanent trail easements on private property.
 - Develop annual and longer-term institutional goals.
 - Develop and implement strategies to increase the JSTF customer base, donor base, and volunteer base for events and operations.

2. Organizational Leadership

- Oversee the recruitment and employment of employees and volunteers.
- Ensure that sound human resource practices are in place to include maintenance of current job descriptions and employee performance evaluations.
- Interface with external consultants, including accounting, information technology, marketing, and fundraising professionals.
- Oversee purchase, use, and maintenance of trail and office equipment, buildings, and trail networks.
- Maintain positive, cooperative relationships with related organizations, local businesses, landowners, the Town of Jackson, White Mountain National Forest, and possible retail tenants.
- Develop and implement marketing and advertising strategies, including digital marketing and social media.
- Ensure compliance with federal, state, and local laws, regulations, and ordinances.

3. Financial & Professional Stewardship

- Develop annual and capital budgets for approval by the Board of Directors and manage the business to achieve budgeted goals.
- Work with the Board of Directors to develop and execute fundraising strategies.
- Communicate clearly both verbally and in writing to our customer base, business partners, and the Board of Directors.
- Maintain a strong working knowledge of and participation in trade associations relevant to cross country skiing and snowshoeing operations and marketing.
- Develop and maintain a strong working knowledge of Nordic ski culture, trail layout, and equipment.