



Non-Stadia Program Manager (Road, Cross Country, Mtn, Ultra & Trail Running)

Detailed Outline of Responsibilities

Reporting to the President/CEO, the Non-Stadia Program Manager is responsible for the management of the **BC Athletics Road, Cross Country, Mtn, Ultra, Trail Rg** Programs and Technical Services from Develop through to High Performance – Olympic and Paralympic. These responsibilities are technical and administrative and include but are not limited to:

- 1. Programs and Competition Development – Road, Cross Country, Mtn, Ultra, Trail Running:**
 - a. Calendar of Events – ensure the gathering, assembly and publication of the annual **Road, Cross Country, Mtn, Ultra, Trail Rg** event listings through submissions and the Annual Calendar Congress.
 - b. Initiatives to ensure adequate and appropriate competition/participation opportunities for **Road, Cross Country, Mtn, Ultra, Trail Rg in BC**.
 - c. Assist and support regional initiatives for **Road, Cross Country, Mtn, Ultra, Trail Rg** development, participation and competition.
 - d. Manage the process for the consideration and ratification of BC Athletics **Road Rg Records and as appropriate, other non-stadia** Records.

- 2. Event Management: Road, Cross Country, Mtn, Ultra, Trail Rg:**
 - a. Event Sanctioning:
 - i. Oversee the BC Athletics process for the sanctioning of **Road, Cross Country, Mtn, Ultra, Trail Rg** competitions
 - ii. Encourage and promote the sanctioning of **Road, Cross Country, Mtn, Ultra, Trail Rg** competitions in BC
 - b. Provincial Championships:
 - i. Oversee the call for bids and with the Road and Cross Country Committees, the awarding, hosting assistance and review.
 - ii. Assist the HOC (Host Organizing Committee) in the planning and delivery of the Championships.
 - c. Canadian Championships:
 - i. Promote opportunities to bid for Cdn Championships
 - ii. Assist in HOC development and event management.
 - d. BC Athletics Properties and Partnered Events
 - i. International Events and Championships:
 1. Promote opportunities and make recommendations on the bidding for international events.
 2. Provide leadership and assistance as part of the management team of international events.
 - ii. Provincial Events and Championships:
 1. Propose and develop with committees and staff opportunities for new BC Athletics properties

3. **Athlete, Coach, Event Director Development - Road, Cross Country, Mtn, Ultra, Trail Rg:**
 - a. Develop, monitor, review and update, with the Road and Cross Country Committees, Clubs, and BC Endurance Coaches, programs for athlete recruitment, development and the provision of services (i.e. Regional Development Camps, BC Athlete Assistance; BC Targeted Athlete Program, Cdn Sport Institute – Pacific, BC Regional Sport Alliance Centres)
 - b. Plan, organize and implement with the Road and/or Cross Country Committees and identified coaches: 1) Provincial Athlete Camps, 2) Race Directors Conference 3) Course Measurement and Certification Training.
 - c. Work with the BC Athletics Coach Education staff for the recruitment, training and certification of **Road, Cross Country, Mtn, Ultra, Trail Rg Coaches.**

4. **BC Athletics Committees – involvement and liaison:**
 - a. Staff support and committee participation on:
 - i. Road and Cross Country Committees (U16, U18, U20, Senior age groups)
 - b. Staff support and liaison to:
 - i. Junior Development, Masters, Officials, & others as appropriate

5. **Para-Athletics Programs – Road, Cross Country, Mtn, Ultra, Trail Rg:**
 - a. Working with Athletics Canada and the Para-Athletics Sport Associations (Wheelchair; Blind; Amputee; Sportability (CP); and others as identified)
 - i. Identify opportunities for athletes, coaches, officials
 - ii. Promote integration and coaching of athletes in clubs
 - iii. Promote with organizers, integration for Para-Athletics in competitions

6. **BC Team Program - Road, Cross Country, Mtn, Ultra, Trail Rg:**
 - a. With the BC Athletics Road and Cross Country Committees – develop and review BC Road, Cross Country Team Selection criteria, process and standards.

Note: As approved by BC Athletics, this may include: Mtn, Ultra & Trail Rg Teams.
 - c. Publish and communicate the BC Team Selection Criteria, Standards and Selection Process to the BC Athletics Membership
 - d. Oversee the selection process for Team Coaches, Managers, Sport Medicine Staff & Athletes
 - e. Manage with team staff all aspects of the BC Team Programs – travel, accommodation, uniforms, entries and communications for:
 - i. BC Road Rg Teams – 5k, 10k, Half Marathon, Marathon
 - ii. BC Cross Country Teams – U18, U20, Senior, Masters
 - iii. Other BC Teams as approved.
 - f. Develop in consultation with appropriate committees, other BC Team programs

7. **International/National/Provincial/BC Regional Non-Stadia Programs**
 - a. Facilitate BC Athletics input and involvement with BC Regional, Athletics Canada, NACAC and World Athletics committees and programs as appropriate

8. **Event Groups and Hubs: High Performance / Targeted - National, Provincial, Regional – Road, Cross Country, Mtn, Ultra & Trail Rg:**
 - a. Liaise with National, Provincial & Regional Athletics Hubs/Event Group coaches on competitions, programs and services for **Road, Cross Country, Mtn, Ultra & Trail Rg athletes and coaches.**

- b. Provide input and recommendations to the BC Athletics High Performance Program and alignment with the Athletics Canada HP programs – CAPP/AAP
- c. Lead the development and programming for the BC Athletics High Performance Non-Stadia Athlete Program(s).
- d. Liaise and work with the Head Coach of the BC Endurance Project.

9. Marketing & Communications

- a. Assist in the management of the BC Athletics Website
 - i. Generate content for posting to the website.
 - ii. Analyze performance metrics and optimize accordingly.
- b. Assist in the management of the BC Athletics Social Media properties (Twitter, Facebook Instagram).
 - i. Generate content for posting to various platforms
 - ii. Analyze performance metrics and optimize accordingly.
- c. Assist in the management of the monthly E-Newsletter - “The BC Athletics Record”.
 - i. Prepare content for monthly newsletters and other targeted e-blasts.
 - ii. Test & deliver E-Newsletter using the MailChimp platform.
 - iii. Analyze performance metrics and optimize accordingly.

10. BC Athletics Strategic Planning – Road, Cross Country, Mtn, Ultra & Trail Rg

- a. Provide input to the Strategic Plan development, implementation, and review
- b. Facilitate input for development & review from committees, clubs, and members

11. Budget Development – Non-Stadia: (Road, Cross Country, Mtn, Ultra & Trail Running

- a. In consultation with staff and committees responsible for Road and Cross Country Running:
 - i. Prepare annual and quadrennial draft budgets for Programs and Technical Services linked to the BC Athletics Strategic Plan
 - ii. Provide input on strategies for revenue development, sponsorship, and program priorities

12. Other duties and support for programs as may be assigned from time to time.