



ACA | Canoe - Kayak - SUP - Raft - Rescue
503 Sophia St. Suite 100 | Fredericksburg, Virginia 22401
Phone: (540) 907-4460 | www.americancanoe.org

American Canoe Association – General Manager, High-Performance Programs

The American Canoe Association (ACA) is looking for a General Manager, High-Performance Programs to lead all aspects of the organization's Olympic and Paralympic High-Performance Programs, including the National Teams, Elite Development, Talent Identification Programs, and Fundraising for these Teams and Programs.

The General Manager reports directly to the Executive Director and is a member of the ACA executive management team. The main objectives of the position are to deliver top of the podium performances at World Championships and major games and to establish a sustainable pipeline of athletes and coaches through which programs will create the next generation of champions for Paris 2024 and L.A. 2028. The General Manager is expected to travel extensively in support of these objectives. This position works directly with the Executive Director, the board, coaches, athletes, the International Canoe Federation (ICF), and United States Olympic & Paralympic Committee (USOPC) to further the organization's mission and goals. The General Manager leads and administers the High-Performance Programs by performing the following duties personally or through direct reports and partners:

General Duties and Responsibilities:

- Lead competition department for Olympic and Paralympic sports.
- Promote and protect athletes' rights, safety and wellness.
- Champion the integrity of sport. Develop a culture that demands strict adherence to anti-doping regulations and emphasizes the pursuit of excellence. Ensure strict compliance with ACA and USOPC SafeSport policies.
- Lead the formulation and realization of the quadrennial High-Performance Plan (HPP), including the annual review process and incorporation of strategic updates.
- Lead the creation of the annual operating plan based upon long-term planning documents; synchronize yearly plans with the available funds and authorize program expenditures.
- Lead development of goals and objectives for the High-Performance Programs staff and manage annual appraisals.
- Hire ACA employees and contract labor for the High-Performance Programs.
- Prepare annual operating reports, applications for financial assistance, and other reports as required.
- Establish positive relationships with partners and sponsors, including government representatives and members of the media.
- Formulate policies with the Executive Director and the board of directors and help decide the overall direction of the ACA.

National Team Program (Olympic and Paralympic):

- Ongoing review and monitoring of the National Teams' performance objectives.



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- Administer all aspects of the High-Performance Programs, including, but not limited to, performing advance site visits for major games, ICF events, and performance camps. Direct staff and contract labor to support athletes during the international competitions and serve as the Team Leader during these competitions.
- Development and management of criteria for:
 - Athlete selection for major games
 - Coach selection criteria for major games
 - National Team Program athlete selection
 - Entry selection to ICF events, including but not limited to World Ranking Series, World Cups, Continental Cups, etc.
 - Athlete funding

Elite Development:

- Provide direction and oversight to the recruiting and development of emerging and existing elite athletes to ensure sustainable excellence by the National Team members.
- Devise and implement talent identification and recruitment strategies.
- Direct recruitment and training camps.
- Establish and lead programs and systems to enhance the level and quality of coaching available to athletes.

Partnerships and Relationships:

- Liaise with the Board of Directors, all relevant ACA's committees, and represent ACA by serving on USOPC, ICF, and L.A.2028 committees.
- Assist L.A. 2028 organizing committee on venue selection and preparation.
- Serve as the ACA's liaison to the national event organizers to ensure professionally run events.
- Develop positive relationships with the High-Performance coaches and seek their input.
- Attend or invite ACA coaches to attend educational workshops related to the USOPC and ICF special events.
- Coordinate with appropriate USOPC personnel and supervise High-Performance staff to complete necessary forms for grants, facility use, and other purposes as needed.
- Coordinate with the ACA's Marketing department and the Executive Director to organize the distribution of Value-in-Kind items to the National Team members.
- Prepare press releases and ensure publication on the ACA's website, social media accounts and relevant newspapers and other media properties.
- Attend special events, which can include parties or charity events, and speak with guests about the advantages of ACA and the importance of the High-Performance Programs.



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Fundraising:

- Develop goals and plans for raising money. Refine plans to adopt strategies and campaigns that reflect the ideals of ACA and the High-Performance Programs.
- Identify and explore donor pools; personally handle VIP donors.
- Assign duties to the members of the paid or volunteer fundraising staff and periodically review those duties to ensure progress according to the fundraising plans.
- Evaluate the effectiveness of specific events and advertising campaigns to determine which ones work well and terminate those that are performing poorly.
- Pursue efforts to promote national and international High-Performance events regularly.
- Write or direct writing of the grant proposals and manage endowments.
- Plan and manage marketing campaigns.
- Plan fundraising events, such as receptions, dinners, and parties.
- Develop alliances with other organizations.
- Work collaboratively to enhance fundraising efforts.

The General Manager, High-Performance Programs will work at all times in a way that is a positive influence in enhancing the purpose, reputation, and character of ACA, its leadership, and the High-Performance Programs.

Other Duties as Assigned.

Expectations:

- Bachelor's degree. Advanced degree preferred
- Executive and supervisory experience in creating and managing budgets and staff
- Technical knowledge of canoe sprint, slalom, and paracanoe
- Experience from an Olympic, Youth Olympic Games, or equivalent
- Demonstrated understanding of Long-Term Athlete Development
- Demonstrated knowledge of elite competitors' needs
- Demonstrated ability to effectively communicate with elite athletes and coaches, including providing clear and unbiased logic for decision-making
- Demonstrated ability to work with several athletes and balance individual and team requirements
- Comply with all anti-doping rules of the ICF and of the U.S. Anti-Doping Agency ("USADA"), including the USADA Protocol for Olympic and Paralympic Movement Testing ("USADA Protocol") and all other policies and rules adopted by the ICF and USADA

Compensation and Benefits:

Negotiable.

Making the World a Better Place to Paddle! Since 1880.