

Sierra Nevada Swimming Director of Operations

Position Overview

The Director of Operations serves as a senior leader within the Sierra Nevada Local Swimming Committee (LSC), responsible for organizing, coordinating, and executing programs that advance the mission and strengthen the LSC community. This position oversees all aspects of event planning, communications, and marketing, ensuring that athletes, clubs, coaches, officials are supported through clear information, well-organized events, and consistent outreach.

The Director plays a central role in building the LSC’s public image, enhancing engagement, and maintaining alignment with USA Swimming policies. By managing governance events, development programs, and special initiatives, the Director ensures that LSC activities are conducted with professionalism and efficiency. At the same time, the Director leads internal and external communications, develops marketing strategies, and fosters collaboration with local, regional, and national partners to raise the visibility of the LSC.

This position requires a balance of strategic vision and hands-on execution, with responsibilities spanning project management, event logistics, digital platforms, and community engagement. The Director works closely with the Board of Directors, committees, and partner organizations to deliver high-quality programs and services that benefit the entire swimming community.

Duties and Responsibilities

40%	Operational Management • Strategic Initiatives ○ Oversee Board-approved projects, ensuring objectives, timelines, and outcomes are clearly defined and achieved. ○ Monitor progress and prepare regular status updates for the Board of Directors. • Operational Review ○ Coordinate across committees to ensure alignment of activities with LSC goals. ○ Develop and maintain standard operating procedures and project documentation. • Resource Management ○ Identify and secure resources needed to support project execution, including budgeting, scheduling, and staffing support. ○ Ensure expenditures are in compliance with LSC financial policies.
35%	Communication Management & Marketing • Internal LSC Communications ○ Serve as the central point of contact for inquiries from athletes, clubs, coaches, officials, and non-athlete members. ○ Ensure timely distribution of Board actions, policies, and updates through email, newsletters, and meetings. • External LSC Communications & Marketing

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20%	○ Maintain strong communication channels with USA Swimming, Western Zone, and other LSCs. ○ Represent the LSC in regional and national forums as appropriate. ○ Develop and implement marketing strategies to promote LSC programs, events, and achievements. ○ Create and distribute promotional materials (digital and print) highlighting athlete accomplishments, championship meets, and community initiatives. ○ Coordinate sponsorship opportunities, partnerships, and advertising to support LSC events and outreach. ○ Oversee social media campaigns and public-facing communications to raise the visibility of the LSC and enhance community engagement. ● Website & Digital Platforms ○ Oversee management of the LSC website, ensuring it is accurate, timely, and user-friendly. ○ Post meet schedules, results, time standards, records, policies, key announcements, and any other information as needed. ○ Coordinate social media and digital outreach to promote LSC programs and events. ● Event Management ● Governance Events ○ Coordinate arrangements for Board of Directors and House of Delegates meetings, including schedules, facilities (or virtual platforms), and documentation. ○ Support the General Chair and Secretary to ensure meetings run smoothly and records are maintained. ● Championship & Sanctioned Meets ○ Work with Registrar to liaison with host clubs to resolve issues, confirm compliance with USA Swimming standards, and ensure successful execution of LSC championship meets. ○ Oversee LSC Championship Meet logo and awards ● Western Zone Meet ○ Coordinate logistics for the Western Zone Meet including but not limited to lodging, travel, meals, facilities, vendor contracts, donations, and scheduling as needed. ● Athlete, Coach, and Official Development Events ○ Assist in planning and executing clinics, camps, workshops, and other educational opportunities. ○ Work with committees and chairs to secure venues, speakers, vendors, and travel arrangements as needed. ● Special Events ○ Plan and manage LSC awards banquets and other special events. ○ Oversee registration, promotional material, vendors, volunteers, and recognition activities.
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5%	General Duties • Maintain records, by-laws, policy manuals, minutes, and other governing documents of the LSC. • Ensure compliance with USA Swimming rules, LSC policies, and reporting requirements (e.g., LEAP). • Provide administrative support to committees and the Board of Directors as needed. • Support budget development. • Perform other responsibilities as directed by the General Chair.
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Qualifications

- Bachelor's degree or equivalent experience preferred.
- A USA Swimming membership will be required for this position.
- Demonstrated background in Operations Management including - project management, event planning, marketing, and organizational leadership.
- Strong organizational, written, and verbal communication skills.
- The ability to work effectively with little or no supervision.
- Proficiency with office software, digital communications, and social media tools.
- Ability to coordinate multiple priorities and work effectively with athletes, clubs, coaches, officials, and non-athlete members.
- Knowledge of USA Swimming structure and governance is desirable.