



JOB DESCRIPTION

Section 1 – Identifying Data

<i>Position Title</i>	Director, Swimming & Engagement
<i>Supervisor's Title</i>	Executive Director
<i>Location</i>	Whitehorse, Yukon
<i>Date Amended</i>	April 2026
<i>Valid Class 5 Yukon Driver's Licence</i>	Yes
<i>Vulnerable Sector Check</i>	Yes
<i>Classification</i>	MG

Section 2 – General Summary

The Director, Swimming & Engagement is responsible for the technical leadership, program delivery, and member engagement of the Whitehorse Glacier Bears Swim Club (WGB). Reporting to the Executive Director, this role ensures that all swim programming and club initiatives are safe, inclusive, and aligned with WGB's mission, values, and long-term athlete development framework.

The Director, Swimming & Engagement provides leadership across all levels of the organization, including the design and implementation of annual and multi-year training programs, direct coaching of senior athletes, and oversight of athlete development pathways. This role establishes and maintains consistent technical frameworks across all training groups, supports coaching staff through mentorship and performance management, and uses data-informed analysis to guide program effectiveness and continuous improvement.

In addition to technical leadership, the Director leads WGB's engagement and community initiatives, including the planning and delivery of club events, athlete activities, and selected fundraising efforts. The role is also responsible for public communications and digital presence, ensuring clear, consistent, and professional engagement with members and the broader community.

Working in close collaboration with the Executive Director and Senior Finance & Administration Lead, the Director ensures alignment between programming, operations, and organizational priorities. Success in this role requires the ability to balance high-quality coaching and performance development with meaningful member engagement, event leadership, and organizational visibility, contributing to a positive athlete experience and the overall growth and sustainability of WGB.

Section 3 – Principal Duties & Responsibilities

1. Club Leadership & Technical Direction
 - Design and oversee annual and multi-year swim programs aligned with Swimming Canada's Appropriate Athlete Development Model and WGB's long-term development framework.
 - Establish and implement technical frameworks across all groups, including training volumes, test sets, performance benchmarks, and progression milestones appropriate to each development stage.
 - Ensure alignment between program design and delivery by providing guidance and oversight to coaching staff, while maintaining consistency across all training groups.
 - Coordinate training schedules, lane usage, and facility access in collaboration with the Senior Finance & Administration Lead.

- Integrate evolving coaching methods, trends, and technologies into program design and delivery.
2. Coaching, Athlete Development & Performance Analysis
 - Serve as the primary coach for the Silvertip group (Train-to-Compete and Train-to-Win athletes) including planning and delivering daily practices, technical instruction, race strategy, and individualized athlete development.
 - Support other training groups as required, providing technical leadership and guidance without direct responsibility for daily practice design.
 - Oversee the collection and analysis of technical performance data (e.g., test sets, training benchmarks, competition results) across all groups to monitor athlete progression.
 - Use data from seasonal cycles (macro and meso) to evaluate program effectiveness and inform ongoing adjustments to training frameworks and coaching practices.
 - Plan and coordinate competition participation, including preparation, entries, and travel logistics (with the Senior Finance & Administration Lead).
 - Provide on-deck coaching at competitions and use performance analysis to inform athlete development.
 - Maintain regular communication with athletes and families regarding progress, expectations, and development pathways
 - Provide operational coverage of coaching when required.
 3. Coaching Team Leadership & Workforce Planning
 - Lead, mentor, and supervise the coaching team to ensure consistent, high-quality program delivery aligned with established technical frameworks.
 - Provide ongoing guidance and feedback to coaches on training design, ensuring workouts align with program objectives, athlete development stages, and performance goals.
 - Establish clear performance objectives and key performance indicators and conduct regular evaluations to support accountability and continuous improvement.
 - Lead recruitment, onboarding, and integration of coaching staff in alignment with organizational standards.
 4. Governance, Safety & Compliance
 - Ensure all coaching staff are compliant with Swim BC, Swimming Canada, NCCP, and Safe Sport certification standards and requirements, and support long-term workforce sustainability.
 - Address conflicts or sensitive matters professionally, and in alignment with WGB's policies and procedures, to maintain a safe and respectful environment.
 - Maintain relationships with sport partners and provide regular operational reporting to the Executive Director and Board.
 5. Communications & Public Presence
 - Lead WGB's public communications, including the development and publication of timely, engaging, and professional content that promotes club activities, achievements, and community involvement across social media, the website, and member communications.
 - Monitor engagement and recommend strategies to enhance visibility and connection.
 6. Engagement, Events & Club Culture
 - Lead the planning and delivery of athlete and member engagement initiatives, including club events and team-building activities.
 - Develop and implement engagement plans aligned with WGB priorities and athlete development goals.
 - Lead or support fundraising initiatives in collaboration with the Executive Director, Board, and volunteers.
 - Evaluate engagement and event outcomes to strengthen member experience, retention, and community connection.
 7. Membership Education & Volunteer Coordination
 - Develop and deliver resources and initiatives to support members' understanding of WGB's operations and expectations.

- Provide orientation and ongoing education to athletes and families to enhance engagement and participation.
- Coordinate and support volunteer participation for events and club activities.
- Communicate expectations clearly and ensure appropriate volunteer coverage.

Section 4 – Contacts

- Executive Director
 - Provides strategic direction, organizational priorities, and final approval on budgets and staffing structures.
 - Collaborates regularly to ensure alignment between technical programming, engagement initiatives, and organizational objectives.
 - Receives operational updates and reports; provides guidance on performance, priorities, and risk management.
- Manager, Finance & Administration
 - Collaborates on scheduling, facility coordination, registration, financial tracking, and operational logistics.
 - Supports competition entries, travel coordination, and event administration.
 - Works in partnership to ensure alignment between program delivery and administrative processes.
- Coaching Staff
 - Provides leadership, mentorship, and direction to ensure alignment with technical frameworks and program objectives.
 - Maintains regular communication regarding athlete development, training plans, and program delivery standards.
- Athletes & Families
 - Communicates expectations, progress, and development pathways clearly and consistently.
 - Supports a positive, responsive environment for feedback, questions, and issue resolution.
- Board of Directors
 - Provides operational updates as required through the Executive Director.
 - Supports Board initiatives related to engagement, fundraising, and organizational development.
- Volunteers & Club Roles
 - Works collaboratively with volunteers to support events, competitions, and club initiatives.
 - Communicates expectations and provides guidance to ensure effective participation and coordination.
- External Partners & Sport Organizations
 - Maintains relationships with Swimming Canada, Swim BC, Swim Yukon, and other sport partners to support compliance, competition opportunities, and program development.
 - Collaborates with partner clubs, event hosts, and coaches on competitions, camps, and shared initiatives.
- Community & Public
 - Represents WGB through professional communication, promoting programs, events, and athlete achievements.
 - Supports the visibility and reputation of the club within the broader community.

Section 5 – Specific Accountabilities

- Delivery of high-quality, progressive swim programming aligned with WGB's long-term athlete development framework, supporting athlete performance, development, and retention across all levels.
- Consistent implementation and oversight of technical frameworks across all training groups, ensuring alignment in coaching practices, program delivery, and athlete progression.

- Effective leadership, development, and performance of the coaching team; fostering a collaborative, accountable, and professional coaching environment.
- Collection, analysis, and application of athlete performance data to evaluate program effectiveness and support continuous improvement.
- Planning and execution of engagement initiatives, events, and selected fundraising activities that strengthen member experience, club culture, and community connection.
- Delivery of clear, consistent, and professional communication with athletes, families, and the broader community, supporting a strong and positive organizational presence.
- Maintenance of a safe, inclusive, and respectful environment for all athletes, coaches, and members, with full adherence to Safe Sport principles and governing body requirements.
- Effective collaboration with the Executive Director and Senior Finance & Administration Lead to ensure alignment between programming, operations, and organizational priorities.
- Contribution to a positive member experience through strong program delivery, engagement opportunities, and responsive communication.
- Alignment of all program, engagement, and coaching activities with WGB's mission, values, and strategic objectives.

Section 6 – Budget

All budget allocations are approved by the Executive Director and Board of Directors and align with organizational priorities. The Director, Swimming & Engagement Implements and manages approved operational budgets in coordination with the Senior Finance & Administration Lead, ensuring responsible use of resources and adherence to financial guidelines. This position is required to monitor expenditures related to programming, events, and engagement activities and provide updates and reporting as required to support financial oversight and accountability.

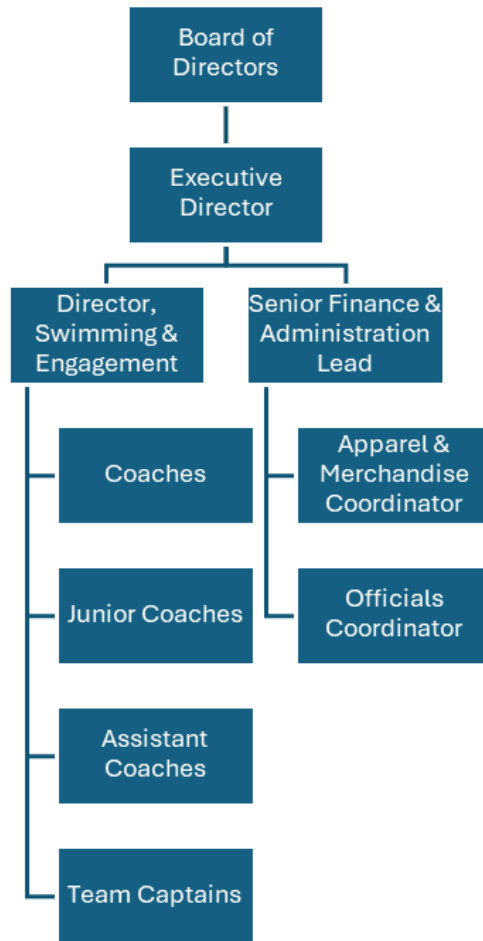
Section 7 – Working Environment

- The position requires a flexible work schedule, including evenings, weekends, and select holidays, to meet program, competition, and event requirements.
- The role involves working with athletes across a wide range of ages and development stages, including early-stage participants (approximately ages 4–12), competitive youth athletes (ages 13–18), and senior swimmers, including varsity-level (19+) and Masters athletes (18+).
- The primary work location is the Canada Games Centre pool facility, where the role requires active supervision, multitasking, and ongoing attention to athlete safety, program delivery, and operational demands.
- The aquatic environment includes exposure to bright lighting, elevated noise levels, humidity, and fluctuating temperatures, as well as extended periods of standing and on-deck coaching.
- The role involves managing competing priorities, responding to unpredictable situations, and handling frequent interruptions in a fast-paced, athlete-centered environment.
- Program planning, administrative responsibilities, and communication tasks may be completed in an office or home-office setting, requiring focus, organization, and the ability to meet deadlines across multiple priorities.
- Regular travel is required to support athlete participation in swim meets and training camps, including travel outside of the Yukon and occasionally internationally.
- Team Travel environments, where the incumbent is responsible for the supervision and temporary guardianship of athletes, which includes ensuring athlete safety, well-being, and adherence to club policies and expectations while away from home, is required.
- Ability to lift 50 lbs is required

Section 8 – Knowledge and Skills

- Post-secondary education in Kinesiology, Sport Science, Physical Education, or a related field is preferred.
- National Coaching Certification Program (NCCP) Level 2 is required.
- Must be in good standing with the Canadian Swimming Coaches Association (CSCA), provincial governing organizations, and Swimming Canada.
- Experience coaching at the Canadian provincial, age-group, and/or senior national level, including technical instruction, race preparation, and performance analysis.
- Demonstrated expertise in competitive swimming techniques, training methodologies, and the Appropriate Athlete Development Model, with the ability to design and implement progressive, high-performance programs.
- Demonstrated knowledge of athlete development across a wide range of ages and stages with the ability to adapt coaching approaches, communication, and program design to meet diverse developmental, physical, and psychosocial needs.
- Proven ability to lead, mentor, and develop coaching staff, fostering a culture of collaboration, accountability, and continuous improvement.
- Strong interpersonal skills with the ability to build trust and maintain effective working relationships across all levels of the organization.
- Working knowledge of Safe Sport principles, risk management practices, and compliance requirements within a sport environment.
- Ability to manage sensitive or complex situations with professionalism, discretion, and sound judgment.
- Excellent written and verbal communication skills, with the ability to engage effectively with athletes, families, staff, volunteers, and external partners.
- Ability to provide clear direction, constructive feedback, and consistent messaging aligned with organizational priorities.
- Strong organizational and time management skills, with the ability to manage multiple priorities, schedules, and deadlines in a dynamic environment.
- Experience coordinating program logistics, including training schedules, competitions, travel, and events.
- Ability to collaborate effectively with administrative leadership to align programming with organizational goals, budgets, and operational requirements.
- Demonstrated ability to contribute to strategic planning and continuous program improvement.
- Proficiency in standard software applications, including Microsoft Excel and Microsoft Word.
- Experience using web-based platforms and databases for scheduling, registration, or team management (e.g., Pool Queue).
- Ability to create and manage content on digital platforms such as Facebook and Instagram to support communication and engagement initiatives.
- Commitment to ongoing professional development and staying current with advancements in coaching practices, sport science, and performance technologies.

Section 9 - Organizational Structure



Section 10 – Signature

The above information on this description has been designed to indicate the general nature and level of work to be performed by the employee. It is not designed to contain or be interpreted as a comprehensive inventory of all duties and responsibilities assigned to this job.

Incumbent (where applicable): I have read the foregoing position description and understand that it is a general description of the duties assigned to the position occupied by me.

Incumbent:

Date: