



Director of Public Policy

About NSAA

The National Ski Areas Association (NSAA) is the non-profit trade association for the U.S. ski industry, representing ski area operators and supplier members nationwide. Based in Lakewood, Colorado, NSAA advocates for policies that support sustainable mountain operations, public lands access, climate resilience, workforce needs, and the long-term vitality of outdoor recreation. Working at the intersection of government, business, and the outdoors, NSAA plays a critical role in shaping federal policy that directly affects America's mountain communities and public lands.

Position Overview

The Director of Public Policy is NSAA's lead federal policy and government relations professional on NSAA's government relations team. This role is responsible for developing, advancing, and executing NSAA's public policy agenda before Congress, federal agencies, and the Administration. The Director of Public Policy also serves as a trusted advisor to NSAA members on complex regulatory and legislative issues and provides one-on-one counsel to ski areas on unique and discreet issues.

This position replaces a long-tenured role held for nearly three decades and is intentionally designed to attract a wide range of candidates—from emerging policy professionals with Capitol Hill or federal agency experience to seasoned government relations leaders. The Director must bring strong knowledge of how Washington, DC works, credibility with policymakers, and a passion for advocacy on behalf of the ski industry. A genuine enthusiasm for skiing and/or snowboarding is a major plus.

Key Responsibilities

Government Relations & Federal Advocacy

- Build and maintain strong relationships with Members of Congress, congressional staff, federal agencies, the Administration, and key coalitions to influence legislation, regulation, and policy guidance, including travel to D.C. approximately five times a year.
- Track legislative, regulatory, and executive branch activity to identify opportunities, risks, and emerging issues affecting the ski industry.
- Develop research, analysis, and data-driven policy positions and communicate them effectively to policymakers and stakeholders.
- Identify issues that could impact NSAA or its members and develop practical, actionable policy solutions.
- Establish partnerships with aligned organizations and stakeholders to advance shared priorities.
- Pinpoint and communicate ski industry policy priorities during Presidential transitions and other major political shifts.

U.S. Forest Service & Public Lands Liaison

- Support and strengthen the public-private partnership between the U.S. Forest Service (USFS) and NSAA member ski areas operating on public lands.
- Maintain relationships with leadership at the U.S. Forest Service and U.S. Department of Agriculture (USDA).
- Shape and help implement new policies, directives, and guidance affecting ski area operations.
- Negotiate and advise on special use permit terms.
- Drive streamlining and efficiency in permitting processes and troubleshoot delays or challenges.
- Monitor and engage on changes related to NEPA, forest planning, permit terms, fee systems, FOIA, water rights, operating plans, master development plans (MDPs), rules of use, cultural resources, and species management.
- Provide one-on-one assistance to ski area operators on federal lands and regulatory matters.

Outreach, Education & Member Engagement

- Present educational and policy content and travel to NSAA conferences and industry events.
- Staff NSAA committees and support Board of Directors meetings.
- Engage directly with resort and supplier members to share information, gather input, and elevate advocacy efforts in Washington, DC.
- Contribute articles and updates to NSAA publications, including the monthly Capitol Watch and the NSAA Journal.

Explosives Regulation & Avalanche Safety Policy

- Serve as NSAA's subject-matter lead on explosives regulations as they relate to avalanche hazard mitigation.
- Monitor and help implement policy changes affecting the ski industry's unique use of explosives.
- Build and maintain relationships with product suppliers as well as ATF, USFS, state Departments of Transportation, OSHA, and other relevant agencies.
- Update and enhance the Avalanche Blasting Resource Guide.
- Develop training and outreach programs for NSAA member resorts.

Required Skills & Qualifications

Relevant experience in Congress, a federal agency, government relations, trade association advocacy, or a related field. Candidates should bring a combination of strategic, analytical, communication, and relationship-management skills, with the ability to navigate complex political, regulatory, legal, and industry environments.

Core Skills

- *Strategic & Critical Thinking:* Ability to develop and execute long-term advocacy strategies and practical solutions.
- *Government & Policy Expertise:* Strong understanding of Congress, federal agencies, and the policymaking process; comfort working in a bipartisan environment.

- *Communication*: Excellent written, verbal, and public speaking skills; ability to present to diverse audiences.
- *Relationship Management*: Proven ability to build and maintain trust with policymakers, industry leaders, and coalition partners.
- *Negotiation*: Skill in persuading, problem-solving, and building consensus.
- *Policy Drafting & Implementation*: Comfort drafting statutory or regulatory language and supporting on-the-ground implementation.
- *Legal & Regulatory Acumen*: Working knowledge of legal and administrative frameworks underlying public policy.
- *Research & Analysis*: Ability to gather, analyze, and synthesize information to support advocacy positions.
- *Member Engagement*: Experience working with members or stakeholders to develop shared priorities and communicate effectively.
- *Adaptability*: Ability to manage evolving issues and priorities in a fast-paced political environment.
- *Attention to Detail*: Commitment to accuracy and thoroughness in policy work and communications.
- *Work Ethic*: Proactive, responsive, and committed to keeping members informed.

Compensation

Salary is commensurate with experience. To encourage a broad and diverse pool of candidates, NSAA anticipates a salary range of approximately \$140,000–\$200,000, depending on qualifications and experience, along with a generous benefits package.

This role offers a rare opportunity to shape federal policy for an iconic outdoor industry while working closely with leaders across government and the ski community.

Contact

Interested applicants must submit a cover letter, resume, and writing sample to resume@nsaa.org.

****NSAA is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.****