



Chief Program Officer

Asphalt Green

New York, NY

Salary: \$225,000 - \$240,000

The Organization

Asphalt Green is a nonprofit organization that transforms lives and builds community through sports, fitness, and play for all.

From toddlers making their first splash in the water to Olympic athletes training for glory, young people trying a new sport or older adults looking to stay active, Asphalt Green empowers athletes of all ages, backgrounds, and abilities to live active and healthy lives.

Asphalt Green believes everyone deserves access to high-quality sports, fitness, and play opportunities and puts its vision into action through world-class fitness memberships, nationally competitive sports teams, and community programs that break down barriers to play. Some of these impactful programs include free swim classes for public school students, sports leagues, and older adult fitness classes. Some of Asphalt Green's other signature programs include AGUA, Manhattan's premier competitive swimming team, Asphalt Green Soccer Club (AGSC), and its summer day camp.

Asphalt Green is in its second year of a five-year strategic plan and on an accelerated path to broaden its impact to provide sports, fitness, and play to people of all backgrounds. Laser-focused on growth, expansion, and new opportunities, Asphalt Green has successfully grown its revenue by 40% in only two years.

With sites located on the Upper East Side, Battery Park City in Lower Manhattan, and a new site in Crown Heights, Brooklyn, Asphalt Green's programs reach across New York City to all five boroughs and serve 20,000 people every day. Excellence is at the core of its mission. Whether on-campus or off-campus, beginner or Olympic level, Asphalt Green brings its deep expertise, exceptional coaching, and commitment to excellence to all its programs.

For more information about Asphalt Green, visit www.asphaltgreen.org.

The Position

This is an exciting opportunity for a strategic and forward-thinking Chief Program Officer (CPO) to lead and advance all onsite and offsite programs at Asphalt Green as the organization undergoes a time of tremendous growth and transformation. This role drives a dynamic and expansive portfolio of programs – spanning recreational, introductory, competitive, and camps – while championing excellence in sports-based youth development and advancing Asphalt Green's mission and strategic vision.

The CPO, reporting to the Chief Executive Officer, will develop and implement a shared philosophy and universal coaching standard for all of Asphalt Green's programs—ensuring a unified, consistent, and high-quality experience that reflects Asphalt Green's culture, values, and commitment to excellence. This individual will be instrumental in raising the profile of Asphalt Green programs both in NYC and nationally, creating strong relationships with families, donors, and community partners to foster long-term engagement and growth.

Strategic Vision and Growth

- Ensure program strategy and operations are aligned with the organization's core mission and strategic priorities.
- Collaborate with the Executive Team to develop and implement a program strategy that raises Asphalt Green's profile both locally and nationally.
- Create new program models and pathways for participants of all levels, from recreational to elite athletes.
- Explore opportunities for new partnerships and affiliations with schools, colleges, and other organizations to expand Asphalt Green's footprint.



Programmatic Excellence

- Oversee all program areas, including recreational, competitive teams, Community & School-Based Programs, and Camps, ensuring high-quality operations and accessibility.
- Assess and refine programs to meet industry standards, community needs, and financial sustainability.
- Establish and implement a universal coaching and youth development philosophy across all programs, ensuring alignment with Asphalt Green's values, best practices in sports-based youth development, and a culture of excellence.
- Guide the design and execution of commercial-quality curriculum and training materials to support scalability and expansion opportunities.
- Ensure consistent communication and collaboration between program directors, leadership, and all levels of the organization to enhance transparency, improve alignment with mission and strategic priorities, and maintain operational efficiency.
- Collaborate with the COO to establish key performance indicators and outcome measures, leveraging data to inform program strategy.

Staff and Leadership Development

- Establish clear goals, expectations, and measures for success across all program staff.
- Develop and foster a culture of accountability, innovation, continuous improvement, and professional growth for program staff at all levels of the organization.
- Build a high-performing program leadership and coaching team aligned with Asphalt Green's customer service standards and best practices in youth development.
- Work with the Chief People Officer to strengthen staff recruitment, onboarding, training, and professional development infrastructure.

Program Operations and Financial Leadership

- Oversee program budgets and collaborate with the CFO and COO to align financial planning with growth and efficiency goals.
- Work with the COO to ensure operational excellence in program logistics, including facility management, registration, and customer service.
- Ensure financial sustainability through efficient resource allocation and program optimization.



External Engagement and Fundraising

- Serve as a key representative of Asphalt Green and a thought leader in sports, fitness, and play, to raise the profile of Asphalt Green’s programs both within NYC and nationally.
- Collaborate closely with the Development team to secure funding and partnerships that enhance programming.
- Build relationships with city leaders, educators, and community stakeholders to support Asphalt Green’s mission and impact on the community it serves.

Revenue (2025)	Geographic Reach	Reports	Impact
<p>\$38M</p> <p>Program Services: \$32M</p> <p>Philanthropic Giving: \$5.5M</p>	<p>Sites located in: Upper East Side Battery Park City Crown Heights</p> <p>Programs operating in all 5 boroughs of NYC</p> <p>90 locations total throughout NYC</p>	<p>5 Direct</p> <p>80+ Full Time and 300+ Part Time Program Staff</p>	<p>>\$10M in free and subsidized programming annually</p> <p>Have taught over 100K people to swim</p> <p>Serve 20K New Yorkers daily</p>

THE IDEAL CANDIDATE

The ideal candidate for the Chief Program Officer position possesses the following competencies:

Communicates Effectively Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences.	Cultivates Innovation Creating new and better ways for the organization to be successful.	Drives Vision & Purpose Painting a compelling picture of the vision and strategy that motivates others to action.
Manages Complexity Making sense of complex, high quantity, and sometimes contradictory information to effectively solve problems.	Plans & Aligns Planning and prioritizing work to meet commitments aligned with organizational goals.	Strategic Mindset Seeing ahead to future possibilities and translating them into breakthrough strategies.

Additional Qualifications

- Deep and diverse experience in sports management, youth development, and program leadership.
- A demonstrated track record of scaling programs and instilling excellence at all levels.
- Exceptional people management and communication skills; the ability to motivate, support, and unify diverse program leaders.
- Strong financial acumen and experience in budgeting and business planning.
- Understanding of facilities and compliance.
- Demonstrated ability to build networks and engage diverse stakeholders; fundraising experience preferred.
- Entrepreneurial mindset, with a passion for innovation, growth, and continuous improvement.
- Ability to build consensus across diverse viewpoints and priorities.
- Strong critical thinking skills and the ability to make difficult decisions.
- Comfort operating within ambiguity.

WORK ENVIRONMENT

This position is located in New York City. Asphalt Green has locations on the Upper East Side, Battery Park City in lower Manhattan, and Crown Heights, Brooklyn.

This is a hybrid role with at least 3 days in office. The Chief Program Officer is expected to be in the community and at Asphalt Green's sites on other days as needed.

COMPENSATION AND BENEFITS

The salary range for this position is \$225,000 to \$240,000 and Asphalt Green offers a comprehensive benefits package including medical, dental, and vision insurance and generous paid time off.

TIMELINE AND NEXT STEPS

If you are interested in this position, please [click here](#). All applicants will receive an email confirming receipt of their application.

We encourage candidates of all backgrounds to apply even if you do not meet all of the qualifications outlined above. If you are selected to move forward for an initial screening call, we expect you to hear from us by May 2025.

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[Submit an application](#)