



CALLAGHAN COUNTRY

Routes of wilderness

Position Description

- Title:** *Assistant General Manager / Marketing & Sales Manager*
- Status:** *Permanent with Seasonal fluctuations: Aug-May @ Full-time, May-Aug @ Part-time
Key Position – Long Term Investment*
- Reporting to:** *President/CEO*
- Remuneration:** *Introductory hourly wage (commensurate with experience) *Additional sales commissions available*
- Location:** *Alexander Falls Base, #4 Callaghan Valley Rd, BC*

Company Information

Callaghan Country Wilderness Adventures is a winter adventure centre located in the Upper Callaghan Valley. It is a 20 minute drive south of Whistler, BC (45 min. north of Squamish, BC). Part of the Ski Callaghan experience, our customers can enjoy a variety of winter recreation activities including alpine ski and snowboard touring, Nordic skiing, and snowshoeing...all self-propelled from our cozy staging facilities at the Alexander Falls Base Area. In the heart of Callaghan Country is the deluxe Journeyman Lodge – an intimate backcountry Inn that can host up to 22 people. Both our lodge and day guests represent a wide range of winter recreation enthusiasts: from never-ever beginners to highly skilled and savvy mountain adventurers. At Callaghan Country we embrace everyone who walks through our doors, always mindful of our intention to evoke the spirits of CHALLENGE, INSPIRATION, and ENRICHMENT in nature's beauty.

Overview

Managing Callaghan Country is exciting with many challenges; the duties of this position are dynamic and evolving. As Assistant General Manager, you will enjoy supportive mentorship yet take on major responsibilities providing an optimal working environment to grow professionally and develop a sense of entrepreneurship. Under the direction of the CEO, you will be the action point for all aspects of the business. Accountabilities will range from frontline service, administration and book keeping, sales and marketing management, to business development, strategic planning and team leadership.

From our Adventure Desk, you will be the lead personality that engages all our external publics. In this role, you will respond to all telephone, email, and social media inquiries and you will also handle all walk-in inquiries relating to day adventures, lodging packages and lunch in the alpine reservations. It is this intrinsic relationship with our customers that will make you the ultimate go-to for marketing and sales decisions and strategies so it is essential that you come to this position with proven competence in these capacities. Simultaneously, you will be leading the coordination of all day-to-day company operations, including base office operations, guest transport, F&B, hospitality, housekeeping, supply transport, Lodge systems maintenance, trail maintenance, vehicle maintenance, snow science, safety, environmental sustainability initiatives.

Ultimately, a passion for the mountains, positive outlook and responsive attitude, along with a thick skin and tenacious work ethic are personal characteristics that will enable you to flourish and support the ambitious vision of Callaghan Country. This is a key role, so we are looking for a long term commitment – are you ready to embrace a Callaghan Country lifestyle?

Key Accountabilities/Deliverables

Frontline Service (50%)

- Act as ambassador and liaison for company with partners, associations, guests and potential guests
- Warmly welcoming and registering guests upon their arrival at our staging area, coordinating overnight parking, presenting waivers, showing maps, offering weather information, taking photos and generally building the anticipation of the adventure that is about to begin
- Readily supporting the adjacent Ski Shop with influential product knowledge and selling techniques
- Responding to inquiries, feedback/complaints, and emergency scenarios as required

Reservations/Office Management (20%)

- Overseeing our cloud-based property management and reservation system (www.webrezpro.com)
- Administration and maintenance of company reservations, website and communication systems
- Liaising directly with the company's Accountant to ensure comprehensive record keeping (budgeting, tracking expenditures, invoicing, payroll, ordering, A/R, etc.)
- Sustain office supplies and tools (phone, payment processing systems, etc.) for effective daily function
- Diligent maintenance of customer relations systems working to increase our repeat and referral business
- Implementing new rates, products, and packages
- Oversee daily operations at Alexander Falls Touring Centre ensuring facilities are presentable and well supplied

Marketing & Sales (10%)

- Preparation and maintenance of annual marketing plan, budget, and administration activities
- Maintain Callaghan Country's image and video library including: organizing library; keeping images up-to-date, and coordinating with photographers and negotiating contracts
- Effectively manage multiple revenue streams while optimizing sales capacities and rate strategies
- Seek out group/business/tour operator contracts to fill shoulder seasons
- Chase group booking sales leads (weddings, corporate retreats, etc.); negotiating rates and contracts to close the sale, then precisely coordinating special needs with Lodge team to carry out successful event
- Organize and conduct strategic promotional campaigns to maximize sales
- Conducting performance measure evaluations and developing processes and metrics to ensure highest level of return on company objectives and investment

Business Development (15%)

- Development, planning, and implementation of seasonal recreation programs and special events
- Preparation of the Annual Season Review, analyzing performance indicators and resource outcomes
- Formulating and presenting annual recommendations and seeing them through to implementation
- Collaborate with key partners and external personnel to support long-range business development
- Build relationships with all third party suppliers (sub-contractors, guides, instructors, equipment outfitters, strategic partners, etc.)

Team Leadership/Management (5%)

- Establish Best Practices and Service Standards throughout the company that will maximize operational efficiencies, cut costs, and improve effectiveness
- Lead by example; modeling the values and behaviours of Callaghan Country
- Recruiting, selecting, training, and coaching seasonal staff while promoting company values and business objectives
- Monitor and maintain a positive and empowering work environment for all team members that cultivates an atmosphere of shared responsibilities and rewards
- Facilitating clear, direct and open communication across all levels of the company
- Maintaining effective Human Resource tools (including job descriptions, procedure manuals, benefits, performance benchmarks, standards, policies, and clearly defined expectations)

Position Requirements

- Must have own transportation
- Must have flexible schedule; available to work overtime hours and weekends as required
- Lifting or moving up to 40lbs may be required
- Essential to personally enjoy/have familiarity with outdoor pursuits such as Nordic Skiing, Snowshoeing, and Alpine Touring
- Must be a self starter with the ability to work in a team environment, take initiative, assess priorities and multi-task, competently
- Will perform a variety of activities with a high level of accuracy within an, often, high-stress and fast-paced work setting (reliably, during peak periods such as the Christmas Holidays)
- A collection of professional references will be required prior to final interviews
- Personal time commitment to a minimum 3 yr contract with Callaghan Country

Education/Experience

- A college diploma or university degree in business, tourism & hospitality or marketing an asset
- Fundamental knowledge and understanding of outdoor recreation and hospitality sectors of the Tourism Industry
- Proven Social Networking for Business capacities (both digital and in-person)
- Proven background: Minimum 5 yrs working in a frontline/guest service role
- Proven background: Minimum 1 yr working in a similar role within the adventure tourism industry
- MAC savvy
- Strong computer skills with experience using Microsoft office computer applications (Word, Excel, Outlook) and contact management systems
- Demonstrated initiative in community and volunteer endeavors
- Familiarity with Webrezpro Property Management system an asset

Core Competencies

- **ANALYTICAL THINKING** Demonstrates the ability to comprehend a situation by breaking it down into components and identifying the underlying complex issues. Implies the ability to systematically organize and compare the various aspects of a problem or situation and determine cause-and-effect relationships to resolve problems in a sound, decisive manner.
- **PLANNING, ORGANIZING, COORDINATING** Proactively plans, establishes priorities and allocates resources appropriately. It is expressed by developing and implementing increasingly complex plans and involves monitoring and adjusting work to accomplish goals and deliver to the organization's mandate.
- **PROBLEM SOLVING/JUDGMENT** Demonstrates the ability to analyze problems systematically, organize information, identify key factors and underlying causes and generate solutions.
- **INITIATIVE** Identifies a problem, obstacle or opportunity and takes appropriate action.
- **INNOVATION** Strives to improve performance through new or creative solutions.
- **ORGANIZATIONAL AWARENESS** Understands the relationship of organizational structures and the cause and effect between their job and others.
- **TEAMWORK** Demonstrates the ability to work cooperatively, participate fully, involve and encourage others, contributing to a cohesive team environment.
- **SERVICE ORIENTATION** Implies a desire to identify and serve customers, focusing one's efforts on discovering and meeting their needs.
- **RESULTS ORIENTATION** Demonstrates the concern and strives for surpassing an established standard of excellence.

Apply

- Please send your resume and cover letter to crew@callaghancountry.com
 - Feel free to contact us by telephone with any questions: **604-938-0616**
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