



## GENERAL MANAGER

**Reports to:** President of ArborTrek Canopy Adventures, LLC

**Overview:** The General Manager will report directly to the President. In coordination with the President, the General Manager's primary responsibility is in ensuring organizational effectiveness by providing leadership for the organization's principal functions. This includes staffing, risk management, quality control, tour operations, scheduling, sales, and marketing.

Applicants must show previous experience in adventure tour management or small business administration and demonstrate experience in growing and managing small business with a staff of 12 or more.

### Responsibilities and Primary Accountabilities:

1. Improve operational systems, processes and policies in support of the organization's mission
2. Play a significant role in long-term planning, including an initiative geared toward operational excellence
3. Manage the operational budget in coordination with the President
4. Oversee payroll management, employee compensation, accounting, and accounts receivable
5. Responsible for organizational risk management and policy development
6. Attend regular meetings with the President
7. Oversee the coordination and preparation of financial documents

### Responsibilities by Function:

#### *Organizational Effectiveness and Leadership*

1. Drive initiatives in the management team and among employees that contribute to growth and improvement
2. Oversee weekly management meetings and monthly all employee meetings
3. Keep abreast of developments in the market and lead new initiatives to improve performance and quality
4. Inspire staff to perform their functions

#### *Risk Management*

1. Keep abreast of developments in the market and ensure organizational compliance with new regulation, new technologies, and proper procedures.
2. Ensure the regular internal and external training and audits are being performed
3. Coordinate regular drills and training with staff and local authorities to ensure preparedness in the event of an emergency

#### *Employee Management*

1. Responsible for all Human Resource functions including hiring, firing, promotion, scheduling, assessment and evaluation, and benefits





2. Coordinate staff scheduling function to ensure compliance with labor laws, risk management policies, and long-term planning
3. Coordinate employee and contractor functions

### ***Financial Management***

1. Direct annual budgeting and planning process for the organization's annual budget with President
2. Develop and manage annual budget
3. Oversee monthly and quarterly assessments and forecasts of organization's financial performance against budget and fiscal goals.
4. Coordinate bookkeeping and accounting functions
5. Coordinate annual audit and act as a liaison with outside CPA.

### ***Sales and Marketing***

1. In conjunction with the President, coordinate all sales and marketing functions through management of internal staff and contractors
2. Develop annual marketing strategy and conduct monthly assessments and forecasts of organization's performance against sales goals
3. Arrange partnerships and promotions with external agencies
4. Coordinate relations and billing with external sales agencies
5. Oversee booking engine management and use to ensure effective staff scheduling and operational

### **Qualifications**

- College degree or equivalent
- Experience in adventure tourism management or equivalent
- Strong background and work experience in small business administration, adventure tourism, and customer service
- Excellent computer skills and proficient in MS Word and Excel
- Strong verbal and written communication skills
- Excellent interpersonal skills and collaborative management style
- Demonstrated leadership in managing staff groups and major projects or initiatives
- Ability to challenge and debate issues of importance to the organization
- Ability to look at situations from several points of view
- Comfortable giving and receiving feedback
- Delegate responsibilities effectively
- Proven ability to market and sell the organization's mission and products effectively
- Demonstrated ability to solve complex problems
- Able to handle demanding work schedule with long work weeks in a multi-task environment
- Comfortable and capable of working at heights

**Disclaimer:** This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee, but to convey an idea of the role and type of job responsibilities that will be required of the employee. Employees will be required to follow any other instructions and to perform any other duties requested by his or her supervisor.