



# POSITION ANNOUNCEMENT

## Climbing School & Retail Operations Manager



The Operations Manager is a challenging, highly independent position that offers the right individual the opportunity to manage multiple aspects of Acadia Mountain Guides Climbing School and Alpenglow Adventure Sports. Acadia Mountain Guides Inc. is looking for a strong, experienced outdoor oriented individual who also brings detail-oriented administrative and management and a growth-oriented vision. The Operations Manager is the company backbone, the “go to” person for everyone else in the company and should be extremely comfortable managing varied tasks, super organized and able to deal with changing needs. They are in the limelight every day: developing and maintaining systems, forming and maintaining relationships, converting inquiries into sales. Based in Orono, Maine, the role has multiple purposes:

### **Climbing School Marketing and Management. (20%)**

- Further develop outreach relationships with potential new clients through interactions in special events, outreach and local courses.
- Pursue universities, youth groups, schools, camps, etc., for groups programs and participation in climbing training programs courses and wilderness medicine courses especially during the off-season.
- Maintain relationships with clients.
- Convert potential clients to sales through phone, email, and in-person interactions.
- Maintain client-tracking system and manage the retail sales team’s priorities as they relate to guiding.
- Continuing development and on-going maintenance of internet sites and placements
- Schedule staff.
- In the stores and local communities, oversee signage, packets, promotion racks, and other advertising materials.
- Design and run staff trainings to better educate all staff to market climbing programs.
- Manage climbing school equipment.
- Occasionally organize trip-specific program logistics.
- Manage / develop climbing school information exchange with retail sales associates.
- Work with land managers to maintain appropriate land use permits.

### **Retail Store Operation Management / Marketing / E-commerce development (20%)**

- Increasingly develop product knowledge and marketing ideas for products. Develop in-store displays and merchandising cycles. Develop competitive promotion programs.
- Provide retail sales coverage, processes on-line orders, maintains awareness of and trouble shoots customer issues.
- Oversees and maintains inventory systems. Prepares ASAP orders, purchase orders, process inventory received. Evaluates and selects new merchandise and product categories. Attends annual trade shows.
- Maintain store appearance / cleanliness, files, fixtures, outside appearance.
- Continuing development and on-going maintenance of internet sites and placements
- Prepares Bar Harbor location for seasonal opening and closure.
- Monitor purchasing, attends trades shows, select new products and processes new inventories.

### **Summer Camp Administration**

- Develop advertising material and market summer camp program.
- Hire and supervise interns and camp leaders.
- Organize leadership training for school staff at start of season.
- Assure that necessary permits and reservations are secured.
- Oversee care and maintenance of camp equipment, etc.
- Serve as parent liaison and contact.
- Continuing development and on-going maintenance of internet sites and engineered placements
- Organize vehicle rentals and vehicle maintenance.

- Organize camping and logistical reservations
- Construct new campsites
- Be able to lead Young Explorer, Teen Adventure and RockPro I camps

### **Administrative Management (20%)**

- Works with owner to further develop the vision and mission of the corporation. Problem solves as needed. Responsible for making critical decisions.
- Prepares and checks daily deposits. Maintain accounting and financial records, tax reporting, track payables and receivables, Prepares monthly account statements.
- Oversee part-time employees. Delegates a variety of assignments to sales associates and guides. Develops daily work schedules and feedback processes. Process evaluations, etc. Supervises guide paperwork. Insures adequate store coverage. Meets weekly with employees. Communicates and follows up on directives from owner.
- Provide start up and on-going training to retail employees. Organizes new employee training.
- Familiar with services, answer questions, make reservations, etc. Monitors all written, published and website materials.
- Maintains client data files, manages email. Manage multiple address lists of retail clients, guiding clients and information requests. Send regular electronic and post notifications of sales, special programs, etc. Manage the response to and processing of potential client requests. Oversees data collection and data input of other employees.
- Develop and places ads for magazines, brochures, and radio and other media. Develop, plan and promote future programs and marketing strategy.
- Supervises client registration and reservations. Oversee advance reservation follow up.

### **Instruction and Guiding (20%)**

This person is also committed to what makes AMG a leader in professionalism and guide training.

- Instruct Top Managed climbing programs (rock or ice).
- Lead winter skills courses and basic mountaineering trips such as Mt. Washington and Katahdin summit trips.
- Acquisition and maintenance of all required certification (CPR/WFR/AMGA/PCIA/AVY, etc).
- Personal and professional development as a mountaineer, climber, and instructor.

### **Qualifications**

Requires excellent people skills, solid organizational skills, and an ability to think and act independently. A Bachelor's Degree is recommended but not essential. A strong knowledge of outdoor activities, particularly rock and ice climbing, and outdoor equipment or a desire to rapidly learn is required. Working knowledge of local climbing, hiking and paddling as well as Acadia National Park helpful. The primary characteristics we seek are:

- Superior organizational skills
- Solid outdoor product knowledge and retail experience that is customer service-oriented and sales driven.
- Enjoys and is able to work independently and without regular supervision.
- Ability to communicate effectively and appropriately with various audiences.
- Performance demonstrating on the job initiative and innovation. Enjoy solving problems.
- Productive work methods and sound judgment while multi-tasking.
- Comfortable with operating computer system to include point of sale system, MS Word, Excel, and Internet.

### **Salary:**

\$26,000 – \$30,000.00 annual salary. This is a salaried position with three weeks paid vacation after 12 months of continuous employment. Flexible schedule available during certain seasons. Salary increases based on performance. Employee eligible for pro-purchase discounts (approximate annual value – 1000.00+) and discounts on professional training programs. Opportunities for profit sharing and future partnership exist.

### **To apply:**

Complete our application (available on the employment page at [acadiamountainguides.com](http://acadiamountainguides.com)) and return it electronically with a letter of interest to Jon Tierney ([climb@acadiamountainguides.com](mailto:climb@acadiamountainguides.com)). After receiving your application, we will evaluate it and, if you are among the qualified candidates, we will arrange an interview. EEOE.