



<b>Job Title:</b>	<b>Ski &amp; Ride Director</b>	<b>Department Number:</b>	<b>3</b>
<b>Division:</b>	<b>Resort Operations</b>	<b>Department Name:</b>	<b>Ski &amp; Ride Center</b>
<b>Reports to:</b>	<b>Director of Operations</b>	<b>Job Status (Year-round, Seasonal full time, Seasonal Part time):</b>	<b>Year-Round or Seasonal full time</b>
<b>Prepared by:</b>	<b>Brenda Barbour</b>	<b>Date Last Updated:</b>	<b>5/05/2021</b>
<b>Job Level (Manager, Supervisor, line lever employee, etc)</b>	<b>Manager</b>	<b>FLSA Exemption (Exempt OR Non-Exempt)</b>	<b>Exempt</b>

**Job Summary/Overview**

Cataloochee’s Ski & Ride Director is responsible for all aspects of the Ski & Ride Center’s operational activity including the Cat Trackers Kids Program, racing programs, after school and adaptive programs as well as developing and training staff. The director and assistant director of the Ski & Ride Center will collaboratively lead a team of supervisors, support staff and instructors to deliver an exceptional on snow experience for our guests, creating loyalty and retention. Individual strengths may dictate the focus of the director’s and assistant director’s responsibility within the department.

**Essential Duties and Responsibilities**

Our Ski & Ride Director functions as an ambassador of Cataloochee Ski Area, sharing his/her passion of sliding on snow with our guests, providing exceptional guest experiences, creating positive, long lasting memories for our guests and staff. Upholds the most professional image. Additionally, the Director will play a lead role in developing and advancing strategic growth in ski school, in an effort, to improve the quality of the learning experience for Cataloochee’s guests.

**Essential Duties may include:**

**Management & Leadership:**

- Energetic, creative, program developer with an eye towards innovation.
- Recruiting, developing, training instructors and staff.
- Provide ongoing training and developmental opportunities for instructors; teaching methods, Cataloochee philosophy, service delivery and safety.
- Lead administrative functions: scheduling, payroll, training documentation, lesson tracking, safety and employee data.
- Provide consistent feedback and evaluations to instructors so they have the tools they need to provide the best experience for our guests.
- Handle all inquiries and complaints in person, over the phone, and/or email in a professional, competent, and timely manner.
- Provide support for frontline staff: Guest Services and Groups, to provide the best information possible regarding the ski school experience.
- Follow up on all incidents, accidents, safety standards ensuring safety of staff and guests.
- Interact consistently and professionally with all departments and guests.
- Oversee all facilities related to the success of the Ski & Ride Center.
- Participate in training as a trainer and trainee.
- Continuously manage the Ski & Ride Center brand to protect its integrity and grow its potential.
- Coordinate with Risk/Safety to develop and define new protocols that increase the safety and well-being of our employees and guests while providing a quality products and services.
- You may have to teach a lesson as business levels dictate.

**Financial & Administrative Responsibilities:**

- Ensure that focus is directed to meet all financial goals.
- Responsible for driving enrollment up in all programs.
- Look for new business opportunities and markets to expand programs.
- Assess financial performance and adjust operations to meet or exceed goals.
- Manage continued program growth and return on investment.
- Execute the following functions associated with the Ski & Ride Center: scheduling, payroll, training documentation, lesson tracking, safety and employee data.
- Re-evaluate Cataloochee's Ski & Ride Center manual regularly.

**Guest Service Duties:**

- Consistent and timely follow up with guest inquiries.
- Expert at conflict resolution, can lead by example in all aspects of guest service, has the knowledge to know where to find most information in relation to guest concerns and/or complaints.
- Support wide guest service focus and all aspects of continually improving guest relations, both directly and indirectly as needed.
- Has history of providing exceptional guest service through educational opportunities as they pertain to day-to-day experiences.

**Other Duties as Assigned:** *This job description is an overview of the scope of responsibilities for this job and is not intended to be an inclusive list of job tasks and expectations. With the evolution of Phoenix Ski Corporation, the responsibilities of this position may change. The job must be prepared to accept new responsibilities and transfer others.*

**Personal Attributes**

- Is honest, authentic, and relates to the job, people and process with the highest positive integrity.
- Is able to handle and manage confidential information.
- Can handle fast paced, potentially high-pressure environment.
- Able to multi-task and work a variety of process, programs and tasks efficiently and effectively.
- Is continually consistent and constant – for example, not all smiles in the morning and salty in the afternoon.
- Professional appearance. Adheres to all grooming guidelines.
- Follows established policies and procedures.
- Sets the example for others and is above reproach.
- Is comfortable to challenge established policies and procedures, but once established, is supportive of those rules.
- Is organized in tasks. Sees projects through to the finish. Has good follow-through and makes it a habit of getting back to people on issues.
- Is flexible with hours and days of work.
- Is able to work any hours of the day, any days of the week.
- Passion and a caring attitude for young people required, patience, understanding and a willingness to study and learn about youth cultures.

**Preferred Experience/Special Skills**

- 5-7 years' experience within the Action Sports/Ski industry related to ski school.
- Activity program experience/ program development
- Proficiency with MS Outlook and other MS Office products
- Innovative abilities to search for and manage effective change and improvements, including the use of new technology, relative to the operations and our guest and employee expectations.



- Analytical skills to assess opportunities, resolve problems, and interpret legal documentation, statistics, financial and research data.
- Effective negotiation skills.
- A proven record of attention to detail.
- Superior oral and written communication skills, including group discussion, one-on-ones, senior leadership, media and our guests.
- Facilitation abilities to encourage discussion amongst staff and leadership.
- Strategic decision making skills.
- Demonstrated experience in developing, maintaining, coaching and leading an effective, results-orientated team, including ability to delegate, provide clear direction and deadlines with appropriate follow-up.
- Self-motivated individual with ability to manage work with limited supervision.
- Ability to operate effectively under stress and to work in a flexible, adaptable, and resilient manner.
- Strong facilitation and relationship building skills; ability to develop relationships between staff members, programs, and departments at all levels.
- Demonstrate awareness and sensitivity to gender and diversity.
- Experience with and enthusiasm for working with children and young adults.
- Well-developed written and oral communication skills; able to communicate clearly and sensitively with internal and external stakeholders.
- Ability to develop and utilize financial and forecasting models.
- Competency in information technology/computer skills and other general administrative tools.
- Willingness to adapt and learn new skills/approaches.

#### **Supervisory Responsibilities**

- Responsible for up to 150 employees within the Ski & Ride Center including Cat Trackers Kids Program, Racing, and Adaptive programs

#### **Basic Requirements**

##### **Physical Demands:**

- Must be able and willing to work a varied schedule. Cataloochee's busiest times are weekends, holidays and nights.
- Must be able to hear and speak clearly in order to communicate with employees and guests.
- Must be able to physically move throughout the resort comfortably and quickly.
- Expert-level skiing/riding ability; able to work in an alpine environment in adverse weather conditions.
- Often required to stand for long periods of time.
- Must be able to lift 50lbs or more as well as stretch, reach and rotate through the day.
- Must be able to pass a criminal background check.
- Must have a valid US driver's license.

Due to the sensitive nature of this position, a criminal background check will be conducted after position is accepted. This background check will be done in accordance with standards enacted under the Fair Credit Reporting Act.