


JOB DESCRIPTION	JOB TITLE: Public Programs Manager – Soldier Hollow		
	Job Location: Soldier Hollow Reports to: Soldier Hollow GM Function Area: Public Programs		Position Code: 482 Pay Grade: 6 Type: Full Time Exempt

Job Title: Public Programs Manager

Purpose:

The Public Programs Manager is responsible for providing a high level of customer service and safety to all Soldier Hollow guests. This position is fundamental to growing public programs and group event revenues at the Soldier Hollow. The Public Programs Manager will serve as a key member of the Soldier Hollow Management Team.

Key Responsibilities and Duties


- Guest Services – Soldier Hollow
- Tubing Hill Operations – Soldier Hollow
- Public Ski Shop Operations – Soldier Hollow
- Retail Merchandising – Soldier Hollow
- Soldier Hollow Marketing Coordinator

Oversight of Soldier Hollow Guest Services

- Provide vision, leadership, and direction to the SOHO Guest Services Staff.
- Train Guest Services department personnel.
- Manage Guest Services team ensuring all standards and operating procedures are met.
- Manage ticket sales and reservations using the Centaman POS/Reservation system, maximizing session capacity.
- In conjunction with the UOLF Accounting Department develop and implement policies and procedures to insure accurate financial and reporting requirements are met.
- Plan and manage Guest Services staff schedules.
- Ensure optimum efficiency within the department.
- Appraise team's performance and produce reports.

Oversight of Soldier Hollow Tubing Hill Operations

- Manage overall Soldier Hollow Tubing operations overseeing tubing hill supervisors and crew.
- Coordinate with Mountain Operations staff ensuring proper building and maintenance of the tubing lanes, surface lift, snowmobiles and other equipment.
- Active safety management
- Hire 35 employees for winter season
- Training tubing hill staff
- Training Supervisors about lifts and how to correct problems
- Scheduling
- Supervise the shift supervisors
- Supervise the functionality and day to day running of the hill
- Maintain a safe speed for the hill at all times
- Responsible for safety of all tube hill employees

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Oversight of Soldier Hollow Retail Operations

- Manage the selection, purchase and marketing of goods in the Soldier Hollow retail store.
- Interact with vendors and decide which items to purchase for the store's inventory.
- Select and price inventory to maximize retail revenues.
- Ensure all retail merchandise meets UOLF standards and USOC Training Site regulations.
- Use Centaman software, to manage sales, inventory control, and sales statistics, produce sales projections.
- Manage stock levels based on forecasts for the season.
- Monitor slow sellers and take action to reduce prices or set promotions as necessary.

Oversight of Soldier Hollow Marketing Program

- In coordination with the UOLF Marketing Director and the Soldier Hollow General Manager develop, implement and execute strategic marketing plans for Soldier Hollow Nordic Center in order to attract new customers, promote special events and increase participation in Soldier Hollow's Nordic and Youth programs.
- Coordinate the development of diverse marketing, public relation and media campaigns and strategies.
- Promote media exposure; prepare various materials including originating and finalizing press releases, newsletters, brochures, mailers and announcements.
- Coordinate communications on social media.
- Build relationships with local media to ensure the most effective messaging and positioning of Soldier Hollow and its programs.
- Coordinate updates to the respective areas of the Soldier Hollow website.

Other

- Continually evaluate and refine existing and new opportunities for Soldier Hollow public activities.
- Proactively seek new and unique opportunities for Soldier Hollow to engage with the community and the public.
- Attend appropriate local and community group meetings.
- Any other duties as assigned.

Minimum Qualifications


- Three years' experience working in Guest Services in the sport/amusement/lodging industry.
- Thorough knowledge of Centaman (or similar) point of sale, reservations and scheduling software system.
- Experience in the Nordic Ski environment preferred.

Environmental Job Requirements

- Ability to work outdoors in all temperature/weather extremes.

Physical Requirements

- Ability to lift 20 pounds.
- Must be able to stand on feet for extended time.
- Specific vision abilities required by this job include close vision, depth perception and ability to adjust focus.
- Hearing – to converse with others in a normal conversation.
- Balancing, bending, climbing, kneeling, walking, pushing, reaching above shoulders, and sitting.

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Required In-House Training

- UAF Orientation
- Sexual Harassment
- Drug & Alcohol
- Hazardous Communications Program
- Other training as required

This job description is not an employment agreement or contract. Management has the exclusive right to alter the scope of work within the framework of the job description at any time without prior notice.