

**JOB DESCRIPTION****SOLDIER  
HOLLOW**  
NORDIC CENTER**JOB TITLE: Soldier Hollow Guest Engagement Sr. Manager****Job Location: Soldier Hollow**  
**Reports to: Soldier Hollow G. M.**  
**Function Area: Public Programs****Position Code: 482**  
**Pay Grade: 7**  
**Type: Full Time Exempt****Job Title: Job Title: Guest Engagement Sr. Manager*****Purpose:***

The Guest Engagement Sr. Manager is a key contributor to the overall success of Soldier Hollow Nordic Center, ensuring growing participation in Soldier Hollow's public activities and offerings, and a high-quality customer experience in those programs. The Guest Engagement Sr. Manager will drive consumers to Soldier Hollow's Nordic skiing, tubing, public biathlon, bike trails and group event offerings (special events, corporate events, weddings, facility rentals, group tours, etc), through a variety of marketing strategies in coordination with the UOLF marketing team. The Guest Engagement Sr. Manager will deliver the customer offerings at Soldier Hollow's Nordic center (staffing, scheduling, ski lessons, ski and snowshoe rentals, trail pass sales, retail, food and beverage, customer satisfaction, trail reports, maps, on-snow special activities) and all other public offerings including winter tubing, mini-snowmobiles, mountain biking and public biathlon (staffing, scheduling, pass sales, online and walk-up sales, retail, food and beverage, customer experience and customer satisfaction).

***Key relationships and support:***

The Guest Engagement Sr. Manager will coordinate and collaborate with, and be supported by the Utah Olympic Legacy Foundation (UOLF) Marketing in marketing and group sales efforts. The Guest Engagement Sr. Manager will provide management and direction to the Nordic Center manager overseeing operations providing exceptional cross country skiing, guest services and general facilities and events operations. The Guest Engagement Sr. Manager will oversee the Guest Services Manager, who is responsible for the guest services desk, point of sale system, bookings and reservations, retail operations, food and beverage and customer satisfaction. The Guest Engagement Sr. Manager will manage and direct the Mountain Activities Manager overseeing tubing hill operations, mountain biking experiences and public biathlon.

***Key Responsibilities and Duties***

- Marketing and Community Engagement – Soldier Hollow skiing, biathlon, snowshoeing, tubing, events, facilities rentals, summer activities, public engagement and all other activities
- Nordic Center Operations – Soldier Hollow
- Mountain Activities Operations – Soldier Hollow
- Guest Services and Experience – Soldier Hollow
- Retail Merchandising – Soldier Hollow
- Food and Beverage – Soldier Hollow

***Marketing and Community Engagement – Soldier Hollow Nordic Center***

- In collaboration with the UOLF Marketing team, develop and execute strategic marketing plans for Soldier Hollow Nordic Center in order to attract new customers, promote special events and increase paid participation in Soldier Hollow's public programs.
- Develop marketing, public relation and media campaigns and strategies, including developing and facilitating community engagement opportunities and events.
- Create public exposure through news releases, newsletters, brochures, mailers and announcements.
- Create engaging social media content focused on the skiing and mountain biking communities and execute Soldier Hollow's community social media effort.

- Generate timely responses to social media comments, especially heavy volume during peak season.
- Provide consumer program notices and news on the Soldier Hollow website, including daily skiing conditions, and updated content, promotions and specials.
- Cultivate and develop professional relationships with local community organizations and businesses, to establish productive local business relationships and alliances.
- Identify meaningful and productive engagement opportunities in the Heber Valley participating on committees, boards and in events, especially with the Heber Valley Chamber of Commerce.

### ***Public Program Operations***

#### ***Nordic Center | Mountain Activities | Guest Services | Retail | Food and Beverage***

- Lead the Managers of each of Soldier Hollow's public activities
- Oversee operations of retail and food and beverage programs, utilizing Guest Services and Food and Beverage staffs
- Maintain safety as a top priority in all areas, work with UOLF Medical Director for required patrol
- Ensure effective and appropriate staffing levels at all times within payroll budgets (utilizing Sport staff when effective and necessary), including PSIA certification for all instructors and Safe Sport certification for all staff.
- Direct Managers in training department personnel in public activity offerings including Nordic skiing, tubing hill, mini-snowmobiles, public biathlon, mountain biking, and excellent customer service, and appraise team performance and ensure all standards and operating procedures are being met.
- Manage offerings including annual and day pass sales, private and group lessons, and rentals.
- Implement strategies to meet and exceed annual growth and budget goals.
- Coordinate private activity sessions with group sales, medical team, mountain operations and guest service to fulfill group events.
- Work with Mountain Operations staff to communicate about grooming and operational functions.
- Continually monitor level of guest service making adjustments where needed and provide high level guest assistance and support.
- Oversee management of ticket sales and reservations using the POS/Reservation system, maximizing session capacity.
- In conjunction with the UOLF Accounting Department, meet all UOLF policies and procedures to ensure accurate financial and reporting requirements, including all accounting, ordering, receiving and payment procedural steps including procurement requests when required.
- Oversee management of all cash transactions, daily till and safe counts, and ensure Guest Service staff completes daily deposit reports and bank deposits.
- Oversee uniforming needs for all departments specifying items and placing orders.
- Oversee management of rental fleet, ordering new equipment in compliance with supplier contracts.
- Manage the selection, purchase and marketing of goods in the Soldier Hollow retail and F&B areas, select and price inventory to maximize retail revenues.
- Work with Nordic Center preferred supplier for equipment inventory purchases and to meet requirements of any contracts.
- Ensure all retail merchandise meets UOLF standards and USOC Training Site regulations.
- Utilize Centaman software, to manage sales, inventory control, and produce sales projections.
- Oversee retail inventory count twice a year.
- Manage F&B stock levels based on forecasts for the season, monitor slow sellers and reduce prices or set promotions as necessary, conduct monthly F&B inventory counts.

### ***Minimum Qualifications***

- Five years' experience working in Marketing/Guest Services/Hospitality/Business in the sport/amusement/lodging industry.
- Thorough knowledge of Centaman (or similar) point of sale, reservations and scheduling software system.
- Flexible work schedule – must be available to work days, evenings, weekends and holidays.

**Required Knowledge and Essential Skills**

- Graduation from an accredited four-year college or university with a Bachelor's degree in Marketing, Hospitality, Business Management or other closely related field – or a combination of education and relevant experience totaling seven years.
- Minimum of seven years directly related work experience.
- Excellent communication, interpersonal, and leadership abilities.
- Ability to meet deadlines.
- Ability to function well with managers, supervisors, subordinates, coworkers, and the general public.
- Strong organizational skills with an attention to detail.
- Able to handle a fast paced work environment.
- General business management and accounting knowledge, including budgeting.
- Proven ability in establishing ongoing relationships with other business professionals.

**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.

**Required In-House Training**

- UAF Orientation
- Sexual Harassment
- Drug & Alcohol
- Hazardous Communications Program
- Other training as required
- Strong analytic and communication skills and ability to handle multiple tasks

***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.***