



Job Description: General Manager

Renowned lifestyle-oriented adventure travel/mountain guiding company is hiring for a permanent, long-term General Manager to work full-time, year-round. Start date is dependent on the candidate.

About SYMG:

SYMG is a leader in the adventure travel industry, having been named “Best Outfitter on Earth” and “Best Adventure Travel Company” by National Geographic Adventure Magazine. Learn more about SYMG and our programs at www.symg.com.

The General Manager is part of a 4-person management team that operates SYMG year-round. The position is based in Oakhurst, CA near the southern entrance of Yosemite National Park. Remote work capacity may be available during shoulder work season (*November - January*). The GM shares our field-office with the Operations Director, Adventure Coordinator & Logistics Coordinator: a sunny, open-office located on a 2+ acre woodland property in Oakhurst, CA, just outside of the south entrance of Yosemite National Park. We have quick access to world-class hiking and climbing areas, suitable for pre- and post-work outings. Other staff includes the President (based in Santa Cruz, Ca), two logistics guides, and a summer guiding staff of 18-24 guides. Each of the 4 office staff does a variety of jobs and we work closely together to keep things running efficiently and effectively as a team. Our nimble company allows us to be flexible in our programming and there is ample opportunity to take on new and interesting projects, keeping the workload fresh and interesting.

General duties:

The GM has one foot in daily operations and one foot in more overarching business-end projects and strategic planning. You work closely with the Operations Director on a daily basis on a variety of higher-level projects. The GM reports to the President and directly oversees all other employees. There is some seasonality involved in the workload with the summer trip season demanding more attention to guide management and daily operations. This position also demands excellent time management skills, people skills (including sales), and the ability to efficiently move between unique tasks as priorities change. The work environment can often be fast-paced as we attend to the needs and timeframes of our clientele and staff.

Specific duties include:

Management & Mentorship of Guide Staff

Hiring, mentorship/training, oversight & reviews of guide staff & interns. Meeting with guide staff pre-and post-trips. Scheduling staff according to their strengths and with a focus on their work/life balance. Organizing yearly enrichment outings. You are the CMO* in this regard (*Chief Morale Officer*).

Operations

Oversight of trip planning, preparation and execution. Management of land-use days and reporting to land-use agencies. Oversight of company property and facility maintenance of two residential areas (*Operations Hub & Guide House*). Oversight of the Adventure Coordinator & Logistics Coordinator as it pertains to operations. Risk Management responsibilities are also an important factor of your job.



Sales and Customer Service

Responsible for selling open, custom & private trips via email and phones. Responsible for creating custom itineraries for interested parties. Creating opportunities to add in additional trips in order to meet the needs of our clients. Proactively reaching out to clients regarding customer service issues. Oversight of the Adventure Coordinator as it pertains to sales and customer service.

Strategic Planning

Working with the President and Operations Director to define operational, financial, programming, marketing, staffing, and lifestyle goals. Reviewing these goals periodically & adapting based on efficacy, client needs, market trends & everyone's work/life balance. Involvement with various land-use planning processes as it pertains to our programming. Program and trip calendar development. Planning and managing the budgets and pricing for trips.

Marketing

Oversight and implementation of marketing projects ranging from website management, ad campaigns, local outlets, 3rd party vendors, news & PR outlets, social media, etc. Creating opportunities for branding & demonstrating the "SYMG style". Organizing SYMG's involvement with community events & promotions.

Establishing & Fostering Vendor & Partners Relationships

Working with vendors regarding pricing, commissions & agreements. Establishing new relationships with travel agents, use groups, lodging concessionaires, etc. Managing programs and outlets associated with our gear sponsorships.

Hours:

The position is full-time, year-round with 40 hours per week. Work-week schedules are changeable depending on seasonality (*i.e. busier in the high season of May 15-Sept 30*). High-season timing will include weekends and sometimes nights for any unforeseen problems.

Requirements:

- This position demands excellent time management skills, people skills, and the ability to efficiently move between unique tasks as priorities change.
- Minimum 2-3 years of related management experience in the Adventure Travel, Mountain Guiding, and/or Outdoor Education industry.
- Experience in marketing, sales, and customer service
- Must be extremely well organized, detail-oriented, and able to meet deadlines
- Comfortable working in a changeable, sometimes fast-paced environment. The ability to work efficiently and prioritize is very important.
- Ability to communicate clearly and concisely via email, phone & in-person
- Proficient with MS Excel, Word, Gmail, Internet
- Ability to work in a small community environment
- Be available during the high season by phone for risk-management & unforeseen logistical needs.
- WFR certification (or willingness to obtain)



Ideal Candidates Will Also Have:

- Guiding experience in the adventure travel industry, especially multi-day backcountry trips
- Intimate knowledge of Yosemite, Sequoia & Kings Canyon NP, Ansel Adams Wilderness & Inyo NF
- Experience with customer service & sales
- Knowledge of Google Suite, MS Office, Adobe InDesign, Google Analytics, Social Media, CRM programs
- Technical rock climbing experience and Single Pitch Instructor certification through PCGI or AMGA

Compensation:

- \$65,000-\$75,000 salary depending on experience
- Profit sharing beginning in year 2
- Vacation time of 2 weeks
- Ability to accrue overtime as additional days off in the off-season
- Health care package
- Subsidized phone/data plan
- Subsidized company housing including utilities could be available
- Pro-purchase discounts for outdoor gear and products
- SYMG gear and gear from our partners Deuter, Leki and WMK
- Friends and family discounts for some SYMG trips.

To Apply:

Submit cover letter and resume to Ian Elman, President, SYMG info@symg.com

We are currently reviewing qualified applications and intend to hire once the right person is found.