



CALLAGHAN COUNTRY

Routes of wilderness

Position Description

- Title:** *Ski Shop Lead Hand*
- Status:** *Full time, Seasonal (Early Nov – Mid April)*
- Reporting to:** *Assistant General Manager*
- Location:** *Alexander Falls Touring Centre, Callaghan Valley, BC*
- Work Conditions:** *Indoor in the retail/rental shop; must work on feet for long periods of time
Overtime may be required during busy periods, working stat holidays and Christmas/Spring Break*
- Benefits:** *Industry discount on regular in-store retail pricing
Access to supplier staff deals
Free skiing at Ski Callaghan Nordic Area
Complimentary overnight for 2 at Journeyman Lodge
Free personal usage of Rental Equipment including Salomon classic and skate packages + demo line, snowshoes, and touring gear*

Company Information

Callaghan Country Wilderness Adventures is a winter adventure centre located in the Upper Callaghan Valley. It is a 20 minute drive south of Whistler, BC (45 min. north of Squamish, BC). Part of the Ski Callaghan experience, our customers can enjoy a variety of winter recreation activities including alpine ski and snowboard touring, Nordic skiing, and snowshoeing...all self-propelled from our cozy staging facilities at the Alexander Falls Touring Centre. In the heart of Callaghan Country is the deluxe Journeyman Lodge – an intimate backcountry Inn that can host up to 22 people. Both our lodge and day guests represent a wide range of winter recreation enthusiasts: from never-ever beginners to highly skilled and savvy mountain adventurers. At Callaghan Country we embrace everyone who walks through our doors, always mindful of our intention to evoke the spirits of CHALLENGE, INSPIRATION, and ENRICHMENT in nature's beauty.

Overview

Your job is primarily one of guest service and sales, with a healthy dose of administration. The ideal candidate will be able to maintain a positive attitude in a high paced environment. It is one of the most important jobs on the team because you are the FIRST person that greets our customers when they walk to the Callaghan Country base or when they call or email us with an inquiry. It is your friendly, genuine and caring attitude that turns inquiring people into happy customers.

You will be responsible for a variety of tasks, so it is important that you can multi-task efficiently. Your genuine interest in Nordic sport and the outdoors will give you the product knowledge required to relate to guests and close sales. Sales revenues are a key performance indicator and you will be accountable for tracking and reporting these metrics. During slow times, you are expected to support the administrative, business development and marketing initiatives of the company with particular attention to the joint venture partnership with neighboring Whistler Olympic Park (WOP).

You must be knowledgeable about our programs and pricing, and you should also know a lot about Whistler and the surrounding area. Priority will be given to those who are actively involved with some or all of the winter activities that are offered here.

You must be an independent self-starter capable of getting the job done with little supervision. In this role, you will be the go-to person for Callaghan Country's Alexander Falls Touring Centre and Access Callaghan Ski Shop. Above all, you must have a zest for life and a desire to be active and to learn and to share your experiences with others. It is this passion for living that we strive to deliver to each of our guests – if you can live it, so can they.

Key Accountabilities/Deliverables

Ski Shop Frontline Service & Sales (65%)

- Act as ambassador & liaison for company with customers, proactively building relationships
- Warmly welcoming and engaging all customers with genuine dialogue about daily snow conditions, trail highlights/tips, and enthusiasm for Nordic pursuits
- Identify customer needs, then employ expert product knowledge and selling techniques to promote products, services, packages, etc.
- Demonstrate, fit, or measure retail merchandise for customers
- Advise customers on how to care for and use products
- Find the proper rental boot fit for each customer to create positive Nordic experiences
- Recommend rental equipment sizes and ensure they are set correctly for skill level (ski/pole lengths)
- Maintain cleanliness of Alexander Falls Base facilities, the shop, and proper storage of all equipment
- Contribute daily to various social media channels in a way that will enhance Callaghan Country brand and communicate experiences available at Alexander Falls Touring Centre
- Respond to emails and phone calls in a timely manner

Ski Shop Administration & Management (15%)

- Setting up the Ski Shop at the start of the season / Closing at the end of the season
- Merchandise products in a way that optimizes sales
- Conducting performance measure evaluations and optimizing sales methods to increase ski shop revenues
- Account for all security issues involving cash, theft, liability and premises
- Maintain store inventory levels and assist in the development of purchase plans that co-ordinate successfully with fiscal sales projections
- Operate POS system and all related procedures (ie. process payments, perform daily cash-outs)
- Collecting data/statistics on customer demographics
- Develop and maintain a standard of excellence and expertise in ski preparation & waxing, binding installations, repairs, and all other equipment services
- Maintain accurate sign-out/return of rental inventory (check returned rentals for damage)
- Ensure that any required building maintenance is taken care of: general housekeeping such as snow-shoveling, washroom checks, emptying waste bins, and vacuuming
- Schedule Product Knowledge sessions with various sales representatives
- Assist in recruiting, interviewing, hiring, and training as required
- Train and schedule Nordic Centre Associates to support holiday and weekend periods

Alexander Falls Touring Centre Marketing & Business Development (15%)

- Updating the 'Current Conditions' reports on skicallagha.ca and callaghancountry.com websites and publishing a 'Current Conditions' social media post no later than 9am daily
- Oversee and develop the Callaghan Country Volunteer Program (recruitment, scheduling, managing and retaining an enthusiastic volunteer pool)

- Collaborating with key departmental personnel of WOP to support long-range business development of 'Ski Callaghan' joint venture
- Pursuing innovations of Callaghan Country's current products, services, and sales methods to increase market potential and maximize revenues
- Development, planning, and implementation of seasonal recreation programs and special events
- Implementing new day programs in the activity engine booking system (www.webrezpro.com)
- Preparation of the Annual Season Review Report, analyzing performance indicators and resource outcomes
- Formulating and presenting annual recommendations, then seeing them through to implementation

Journeyman Lodge Guest Services & Sales (5%)

- Use selling techniques to promote packages, products, services etc.
- Estimate or quote prices, policies, itineraries and travel information
- Counsel customers on terms and conditions of reservations e.g. cancellation policies
- Book reservations in the webrezpro property management system
- Communicate with the Adventure Sales Coordinator about upcoming reservations to determine rental requirements, support any last-minute requests with appropriate record keeping, and ensure rental payments are fully reconciled on departure

Position Requirements

- Must have own transportation
- Must be a cross-country skier
- Previous experience with payment processing (cash & credit cards) is required
- In addition to Nordic Skiing, must personally enjoy/have familiarity with Snowshoeing & Alpine Touring
- Must continually strive to reflect our core values: Team Play, Quality, Respect, Commitment, Integrity, & Fulfillment

Education/Experience

- Previous experience in retail required
- Previous experience in sales, guest service, hospitality, and / or adventure tourism an asset
- Strong computer skills with experience using MS office computer applications (Word, Excel, Outlook) and contact management systems
- Nordic Skiing, Snowshoeing, and Alpine Touring product knowledge are an asset
- Courses in computers, languages, sales, customer service and outdoor leadership are an asset
- First-aid certification an asset (minimum 40 hour course)
- Both Level 1 Ski Operations certificate and Avalanche Skills Training considered an asset

Attributes

- Be punctual
- Demonstrate high levels of energy and enthusiasm at all times.
- Interact with every customer in a friendly, professional, and caring manner
- Be proactive and make sure that you have all of the information, tools, and skills needed
- Exhibit all the positive traits and passions of a healthy mountain lifestyle
- Reflect at all times a commitment to environmental sustainability
- Regularly seek out opportunities to help others and share workloads

Apply

- Please send your resume and cover letter to crew@callaghancountry.com
 - Feel free to contact us by telephone with any questions: **604-938-0616**
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