



# CALLAGHAN COUNTRY

## *Routes of wilderness*

### Position Description

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| <b>Title:</b>           | <i>Adventure Crafter</i>  |
| <b>Status:</b>          | <i>Full time (Fri-Mon), Seasonal (Early Nov – Mid April)</i>  |
| <b>Reporting to:</b>    | <i>Assistant General Manager</i>  |
| <b>Location:</b>        | <i>Alexander Falls Base, Callaghan Valley, BC</i>   |
| <b>Work Conditions:</b> | <i>Front Desk work in a high traffic location with steady interruptions until late afternoon<br/>Overtime may be required during busy periods, working stat holidays and Christmas/Spring Break</i>   |
| <b>Benefits:</b>        | <i>Industry discount on regular in-store retail pricing<br/>Access to supplier staff deals<br/>Free skiing at Ski Callaghan Nordic Area<br/>Complimentary overnight for 2 at Journeyman Lodge<br/>Free personal usage of Rental Equipment including Salomon classic and skate packages + demo line, snowshoes, and touring gear</i> |

### 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 Base Area. 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 sales and guest service, with a healthy dose of administration and follow-through. From our Adventure Desk, you will be a key personality that engages both our potential customers and confirmed guests. In this role, you will respond to all telephone, email, and social media inquiries and you will also handle all walk-in inquiries relating to day adventures, lodging packages and lunch-in-the-alpine reservations. It is your friendly, genuine and caring attitude that turns inquiring people into customers, and furthermore your eye for detail, follow-through and product knowledge will turn our customers into "forever Callaghan Country fans".

Utilizing our cloud-based property management and reservation system ([www.webrezpro.com](http://www.webrezpro.com)) you will be responsible for taking deposits and payments, as well as emailing trip confirmations and coordinating logistics with the appropriate team members. You are also the key personality that prepares guests for their adventure and keeps in contact with our guests after their stay. You will email pre-arrival updates, thank you letters, and you will diligently maintain our client database and work to increase our repeat and referral

business. You will support all administrative procedures involved in sales and reservations (sales pipelines, calendar updates, sales deposit forms, guest profiles, etc.) In short, you are the person who is responsible for ensuring that every detail of the guest's vacation is organized to the letter and that they leave with memories that will last a lifetime.

In addition to your sales role, you will be responsible for warmly welcoming and registering guests upon their arrival at our staging area, coordinating overnight parking, presenting waivers, showing maps, offering weather information, taking photos and generally building the anticipation of the adventure that is about to begin.

## **Key Accountabilities**

### *Frontline Service (65%)*

- Act as ambassador and liaison for company with partners, associations, guests and potential guests
- Warmly welcoming and registering guests upon their arrival at our staging area, coordinating overnight parking, presenting waivers, showing maps, offering weather information, taking photos and generally building the anticipation of the adventure that is about to begin
- Readily supporting the adjacent Ski Shop with influential product knowledge and selling techniques
- Ensure that any required building maintenance is taken care of (snow-shoveling)
- Maintain cleanliness of Alexander Falls Base facilities, the shop, and proper storage of all equipment
- Employ expert product knowledge and selling techniques to promote products, services, packages, etc.
- Update both outdoor and digital weather/trail conditions boards daily
- 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
- Handle in-person and digital complaints or concerns with care leading to corrective action and follow-up

### *Journeyman Lodge Guest Services & Sales (30%)*

- Use selling techniques to promote packages, products, services etc.
- Capture sales leads and advance them through the sales pipeline in a friendly and engaging manner
- 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
- Process payments and refunds; reconcile accounts and ensure comprehensive record keeping with company's Accountant
- Communicate with Lodge Host team about upcoming reservations and guest expectations
- Diligent maintenance of customer relations systems working to increase our repeat and referral business (ie. email templates, guest expectations, key webpages)
- Identify and solicit new clients or target groups
- Assist management with sales campaigns and hitting projected sales targets

### *Marketing/Social Media Initiatives (5%)*

- Generating, editing, publishing and sharing daily social media content including writing posts to publicize events, marketing campaigns and potentially product launches
- Assist management with content marketing activities such as blog maintenance, and e-newsletter administration

## **Position Requirements**

- Must have own transportation
- Previous experience with payment processing (cash & credit cards) is required
- Previous experience in a guest services/ sales role required

- Overtime may be required during busy periods
- Must personally enjoy/have familiarity with Nordic Skiing, Snowshoeing, and Alpine Touring
- Must continually strive to reflect our core values: Team Play, Quality, Respect, Commitment, Integrity, & Fulfillment

#### *Education/Experience*

- A college diploma or university degree in business, tourism & hospitality or marketing may be an asset
- 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
- Familiarity with Webrezpro Property Management system an asset

#### *Attributes*

- A 'trooper' with demonstrated work ethic
- Organizational capacities: detail-oriented, time management, systems thinking
- Ability to learn and describe diverse range of products and services
- Extremely personable and warm in character
- Honed customer service skills and etiquette
- 'Hustle' gumption
- Ability to work independently within strict timelines and goal achievement expectations
- Proactive and results oriented, with strong problem solving and analytical skills
- Exhibit all the positive traits and passions of a healthy mountain lifestyle
- Reflect at all times a commitment to environmental sustainability

#### **Apply**

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