



# General Manager

## 1) Role Summary

**Title:** General Manager – Destination Operations

**Location:** Carcross, Yukon (Wild Adventure Yukon)

**Reports to:** CEO

**Employment Type:** Full-time, year-round

**Mandate:** Assume full operational and financial command of Wild Adventure Yukon, building durable systems, independent leadership, and scalable infrastructure to support long-term growth and profitability.

### **Position Context:**

This is a senior leadership role with full authority and accountability over a multi-department tourism destination. The GM is responsible for end-to-end operational performance, team leadership, and financial stewardship.

### **Transition Support:**

Current Co-General Managers will remain through the next peak summer season to ensure structured knowledge transfer and seasonal rhythm continuity.



## **2) Scope of Responsibilities**

### **A) Operational Leadership**

#### **1. Full-Site Oversight**

- Oversee tours, food & beverage, retail, animal care, facilities, maintenance, and seasonal programming.
- Act as the final escalation point for operational, staffing, guest, and safety matters.

#### **2. System Building & Standardization**

- Design, implement, and enforce operating standards and SOPs across all departments.
- Reduce dependency on ownership through structured leadership and accountability frameworks.

#### **3. Seasonal Execution**

- Lead high-volume summer operations with calm authority and disciplined execution.
- Oversee winter operations while focusing on system improvement, maintenance, and strategic preparation.

### **B) People & Culture Leadership**

#### **1. Leadership Team Development**

- Build and retain a high-performing management team.
- Develop independent department leaders capable of owning their areas.



## **2. Workforce Management (30–35 seasonal staff)**

- Own recruitment strategy, onboarding, performance management, and succession planning.
- Ensure consistent service culture and accountability across peak and shoulder seasons.

## **3. Organizational Independence**

- Establish clear reporting lines, KPIs, and operational cadence.
- Build a culture that eliminates reliance on ownership for day-to-day execution.

# **C) Financial & Business Management**

## **1. Financial Stewardship**

- Own the operating budget, forecasting cycles, labour planning, and cost controls.
- Manage P&L accountability across all departments.

## **2. Margin Optimization**

- Identify efficiency improvements, pricing strategies, and operational leverage opportunities.
- Protect guest satisfaction while improving profitability.

## **3. Strategic Execution**

- Translate CEO's vision into executable plans for expansion, capital improvements, and new product initiatives.
- Lead cross-functional execution of growth initiatives.



### **3) Performance Outcomes & Milestones**

#### **Year 1 (Stabilization & Systemization)**

- Full operational command assumed
- SOP suite standardized across departments
- Leadership team stabilized and accountability structure implemented
- Budget discipline and labour model optimized

#### **Year 2 (Operational Leverage & Growth Readiness)**

- Reduced owner operational dependency
- Improved margin performance without a decline in guest experience
- Scalable leadership bench developed

#### **Year 3+ (Legacy Building)**

- Durable operational systems are fully embedded
- Sustainable seasonal rhythm optimized
- Long-term growth initiatives executed successfully

### **4) Compensation & Benefits**

#### **Compensation**

- CA\$100,000.00 per year

#### **Benefits & Perks**

- On-site live-in accommodations included
- 4 weeks paid vacation (scheduled during shoulder seasons)
- Rare opportunity to build a lasting operational legacy at a premier northern destination



## **5) Candidate Profile**

### **Must-Have Experience**

- 7–12+ years progressive leadership in tourism, hospitality, or complex seasonal operations
- Prior GM or Operations Director experience with full P&L accountability
- Proven ability to manage multi-department, high-volume environments
- Strong financial acumen (budgeting, forecasting, labour optimization)

### **Leadership Attributes**

- Systems-oriented and process-driven
- Calm under high-pressure seasonal intensity
- Comfortable living and leading in a remote northern environment
- Canadian citizen or permanent resident