



Head Musher & Kennel Operations Manager

1) Role Summary

Title: Manager – Dog Program & Operations

Location: Yukon Territory (Wild Adventure Yukon)

Reports to: CEO

Employment Type: Full-time, fixed-term contract

Contract Term: 5 years, with a 2-year extension option based on performance outcomes.

Mandate: Build and operate WAY's internally owned dog program to reduce contractor dependency and create a scalable revenue pillar.

Dog Program Strategy DRAFT

Primary Year-1 Objective: Procure, onboard, and train **10–12 WAY-owned dogs** to be **ride-ready by Nov 1** for a **15-minute winter sled ride** product operating **10 pm–1 am**

(with potential daytime rides by mutual agreement).

Program Scale Target (revised):

- **Winter ops focus in 2026** (no internal summer ops requirement in 2026).
- **Summer 2027:** supplement summer operations using **another musher + their dogs** (your model).
- **Fully internal summer dog program by Summer 2028**, with **48 dogs** as the **minimum** owned capacity threshold referenced in the strategy.

2) Scope of Responsibilities

A) Program Build & Design (Year 1: heavy emphasis)

1. Define the “WAY dog” standard

- Identify the target type(s) of dog to support both winter and summer operations (temperament, coat, foot quality, drive, trainability, guest tolerance, heat/cold resilience).

2. Design a breeding program

- Breeding goals, selection criteria, pairing strategy, whelping plan, retention/rehoming policy, and timeline aligned to scaling targets.

3. Create medical and welfare protocols (in partnership with a licensed veterinarian)

- Vaccination schedule, deworming/parasite control, nutrition, injury prevention, rest/workload standards, emergency response, and medical recordkeeping.

4. Build SOPs and risk controls

- Training standards, guest safety protocols, welfare standards, incident reporting, equipment checks, and daily kennel routines—explicitly aligned to the strategy’s emphasis on SOPs and welfare systems.

B) Procurement & Kennel Ramp (Year 1 deliverable)

1. Procure the first tranche (10–12 dogs)

- Source, screen, select, and acquire dogs (adults/started dogs/pups as appropriate), consistent with the strategy’s procurement framing. Dog Program Strategy DRAFT

2. Training pipeline to ride-readiness

- Harness/line manners, team dynamics, lead development plan, conditioning cycles, loading/unloading discipline, noise/guest tolerance, stop/command reliability.



3. Facilities & yard requirements (candidate-created)

- The chosen candidate will **design and specify** yard/kennel requirements, workflow, and scaling needs (Phase 1/2 thinking, sanitation, water systems, lighting, containment, dog housing). The strategy references phased yard scaling and capacity planning.

C) Winter Guest Operations (starting Nov 1)

1. Operate and/or manage nightly rides

- Primary window: **10 pm–1 am**, with capacity planning for demand spikes.

2. Guest experience + safety

- Briefings, PPE/gear decisions, safe handling practices, emergency procedures, and incident documentation.

3. Staff leadership

- Hire, train, and supervise additional winter staff to support animal care and tour operations (you've confirmed that added staff will be hired to support winter tour days). The strategy anticipates handler support alongside the program lead.

D) Summer Integration (your language + timeline)

- **2027:** optional/negotiated summer involvement for the role-holder, with the ability to **supplement summer operations with another musher and their dogs** while WAY's owned kennel continues to grow.
- **2028:** deliver a **fully internal summer dog program**, supported by a minimum of **48 owned dogs**.

3) Performance Outcomes and Milestones (built for CEO sign-off)

Year 1 (Start → Nov 1 launch)

- Written "WAY Dog Standard" (winter + summer use case definition)
- Breeding program blueprint (2–3 year plan, scaling assumptions)
- Vet-aligned medical protocol and recordkeeping system
- SOP suite implemented (daily kennel ops + guest ride ops)



- **10–12 dogs ride-ready by Nov 1**
- Winter staffing plan implemented (handlers/animal care coverage)

Year 2 (Winter 2026–27 success + summer growth runway)

- Winter operations executed safely and reliably
- Dog count growth plan executed toward **20–24 dogs by Summer 2027**
- Supplemental summer musher/dog integration plan ready (if executed)

Year 3–5 (toward full internal summer 2028)

- Annual scale plan, procurement/breeding cadence, yard capacity growth
- 48-dog minimum capacity achieved for full internal summer program by Summer 2028

4) Compensation & Benefits (Job Offer Terms)

Compensation

- **Base Salary: \$75,000 CAD** annually
- **Housing: Private accommodations provided** as part of the compensation package (utilities/internet included).

Benefits

Health benefits: included (plan details to be specified)

- **Vacation: 4 weeks paid**, to be taken during **shoulder seasons** where operationally feasible (to be scheduled/approved to protect animal care coverage).

Budget & Purchasing Authority

- Program budget to be **determined collaboratively by the CEO and the chosen candidate**, with **final approval/sign-off by the CEO** for expenditures and major decisions (dogs, vet programs, CapEx, equipment).



5) Candidate Profile (practical requirements)

Must-have

- Demonstrated kennel leadership and mushing/working-dog handling experience
- Proven ability to train dogs for guest-facing work (not just racing)
- Strong welfare-first mindset with operational discipline (logs, protocols, consistency)
- Comfortable with remote Yukon living and winter-night operating schedules

Preferred Consultative Requirements

- Experience with breeding programs (design or execution) and scaling kennels
- Experience hiring/training handlers and running guest operations safely.