



606 CAMPBELL STREET | BOX 129 | TOFINO, BC | V0R 2Z0

Position: General Manager

Reporting to: Owner

Locations: Tofino & Ucluelet, British Columbia

Salary: \$80,000 to \$100,000 based on experience

Full benefits, phone allowance and performance bonus

About Jamie's Whaling Station

Jamie's Whaling Station, nestled in the picturesque coastal communities of Tofino and Ucluelet on Vancouver Island, is a renowned eco-tourism company specializing in offering unforgettable marine adventures. With a history spanning over 40 years, we are committed to providing our guests with exceptional wildlife encounters and showcasing the pristine beauty of British Columbia's west coast.

Position Overview

As the General Manager at Jamie's Whaling Station, you will play a pivotal role in ensuring the smooth operation of our eco-tourism business. You will be responsible for overseeing all aspects of our daily operations, ensuring the highest level of customer satisfaction. This position requires a driven and results-oriented leader who is committed to upholding our core values of safety & exceptional guest experiences. If you are passionate about wildlife, possess strong leadership skills, and are eager to lead a dedicated team in one of the most beautiful locations in Canada, we invite you to apply for this exciting opportunity.

KEY RESPONSIBILITIES

Leadership and Team Management:

- Provide effective leadership to a diverse team, encouraging a positive work environment and promoting a culture of teamwork and excellence.
- Foster collaboration with team managers from both sites to maintain operational efficiency.
- Recruit, train, and mentor staff, ensuring they are well-prepared to deliver exceptional guest experiences.
- Conduct performance evaluations, provide constructive feedback, and implement strategies to enhance team performance.



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Operations Management:

- Oversee the day-to-day operations of the company, including scheduling, logistics, and maintenance of vessels and facilities.
- Ensure compliance with safety regulations and industry standards, promoting a safe and secure environment for both guests and staff.
- Monitor and manage budgets, control costs, and optimize resources to achieve financial targets.

Financial Management:

- Prepare and manage budgets, financial reports, and forecasts.
- Monitor financial performance and implement cost-effective measures to achieve profitability goals.
- Identify opportunities for revenue generation and cost savings.

Marketing and Business Development:

- Collaborate to promote the company's services, build brand awareness, and expand the customer base.
- Identify opportunities for business growth and develop strategic plans to capitalize on them.
- Build and maintain positive relationships with partners, suppliers, and stakeholders in the community.

QUALIFICATIONS & EXPERIENCE

We are seeking candidates with a minimum of **3 to 5 years** of proven leadership experience in the tourism or hospitality industry, particularly in team management. Preference will be given to candidates who have previously managed an eco-tourism business, possess a solid understanding of marine ecosystems, and have familiarity with various types of marine vessels.

The ideal candidate will also possess:

- Excellent interpersonal, communication, and problem-solving skills.
- Strong financial acumen and budget management skills.
- Commitment to environmental conservation and sustainable practices.
- Proficiency in Microsoft Office Suite
- Experience with Fare Harbor reservations system, an asset.
- Proficiency in Google Analytics, Google Ads, Bing Ads, an asset.
- Flexibility to work evenings, weekends, and holidays, extended hours as required.
- Maintain a valid driver's licence.



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WORK CONDITIONS

Office Environment: Most aspects of the role will require working in an office setting, including tasks related to administrative duties, financial management, and team meetings.

Flexible Schedule: The position may require flexibility in working hours, including evenings, weekends, and holidays, to accommodate the operational needs of an eco-tourism business that operates year-round.

Outdoor Environment: This role occasionally involves working in an outdoor setting, often in varying weather conditions. It may require exposure to cold, wet, and windy conditions.

Travel: Occasional travel between the Tofino and Ucluelet locations will be required to oversee operations at both sites and collaborate with team members. Travel for industry conferences may also be necessary.

HOW TO APPLY

To apply, please submit your **resume** and a **cover letter** outlining your qualifications and why you are the ideal candidate for this position.

Email: jobs@jamies.com

Subject Line: General Manager Application

We appreciate all interested applicants, however, only those selected for an interview will be contacted.