



JOB DESCRIPTION

Position Title: General Manager (GM)

Location: Comox, BC

Reports To: President

JOB OVERVIEW:

The General Manager at Comox Valley Marina manages the daily operations and facilities of our marina. In this hands-on senior leadership role, the General Manager is responsible for managing the team, maintaining facilities, managing revenue and expenses to ensure financial success, and managing various infrastructure projects to successful completion. The GM will have the key responsibility for delivering an exceptional customer and employee experience in a safe and secure environment. This role demands strong business acumen, excellent communication and relationship-building skills, proven team leadership, along with a good understanding of boating/fishing, recreation and/or hospitality management, as well as knowledge regarding environmental best practices.

KEY RESPONSIBILITIES:

Operations and Facilities Management:

- Ensure all marina facilities are well-maintained, clean, safe, and operating efficiently.
- Manage capital projects, repairs, and upgrades to marina infrastructure.
- Oversee the day-to-day operations, including dock and vessel management, and marina services, ensuring appropriate standards and controls are adhered to.
- Develop the Emergency Response Program and ensure all employees are adequately trained.
- Stay informed of industry trends, regulations, and best practices related to marina management.

Leadership and Team Management:

- Recruit, hire, lead, mentor, train and develop the marina team to ensure outstanding customer service is delivered.
- Foster a positive and productive work environment, promoting teamwork and continuous improvement.
- Oversee performance management through a formal annual review process as well as informal, impromptu coaching opportunities.

Customer Service and Community Relationship Building:

- Build and maintain strong relationships with moorage customers and community leaders including the local business association, tourism organizations, First Nations and

Municipal and Provincial governments, as well as other community leaders to ensure effective support for current and future development strategies for marina operations.

- Represent Comox Valley Marina within the community and actively participate in initiatives to further the interests of the marina and the community.
- Address customer inquiries, concerns, and feedback with a focus on providing exceptional service.
- Develop and implement programs and events to enhance the customer experience.

Financial Management:

- Develop and manage the annual operating budget, and monitor cash flow and budgeted revenue objectives to ensure financial targets are achieved and exceeded.
- Monitor revenue streams, labour costs, and operational costs, and identify opportunities for growth.
- Work with the President to develop the annual budget and prepare monthly and annual financial reports for presentation to the President.
- Complete all required daily, weekly, monthly and annual paperwork accurately and on time.

Environmental Awareness and Compliance:

- Ensure marina operations comply with environmental and safety regulations and operations are aligned with all provincial and national regulations.
- Educate staff and customers on environmental stewardship.
- Oversee waste management, pollution prevention, and resource conservation efforts.

REQUIRED EDUCATION, EXPERIENCE, SKILLS AND ABILITIES:

Education and Technical Skills:

- Bachelor's degree in Business Administration, Hospitality Management, Facilities Management, or a related field is preferred, or the equivalent combination of education and experience will be considered.
- Knowledge of boating and Pleasure Craft Operator's Certificate (PCOC) an asset.
- Occupational First Aid – Level 1 is required.
- Occupational First Aid – Level 2 is an asset.
- CPR training is an asset.

Experience:

- A minimum of 8 -10 years of leadership experience, ideally in marina management, hospitality management, resort management or similar management of a dynamic hospitality focused business.
- Strong understanding of operations management, including facilities management and customer service.
- Experience in financial management, including budgeting, forecasting, and financial reporting.

- Experience working with diverse stakeholders, including those at the federal or provincial level and First Nations preferred.
- Experience with project management or construction management preferred, with experience overseeing facilities projects and capital improvements.
- Awareness/knowledge of environmental issues related to boating and marina operations preferred.

Skills and Attributes:

- Excellent communication and interpersonal skills, with the ability to build productive relationships with diverse stakeholders.
- Strong leadership and team management abilities, with a focus on developing and motivating a team.
- Proficiency in boating and fishing, with a solid understanding of related equipment and safety.

Working Conditions:

- Ability to work flexible hours, including weekends and holidays, as needed.
- Comfortable working in an outdoor environment and around water in a variety of weather conditions.
- Ability to handle physical tasks associated with marina operations.