



# OAK BAY MARINE GROUP

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## JOB DESCRIPTION

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**POSITION:** General Manager, Ripley's Believe it or Not, World of Adventure

**BUSINESS UNIT:** Mariner Enterprises, Inc.

**REPORTS TO:** Director of Operations & Asset Management

**JOB DESCRIPTION:** The General Manager is an experienced hospitality leader who ensures the efficient day-to-day operations of the attraction to deliver exceptional guest experiences. In this role, the General Manager will drive revenue, ensure effective marketing, manage the administrative functions, and continually upgrade the displays and facility. The General Manager provides team leadership and training, modeling and setting exceptional standards of 'Yes I Can' service performance, to uphold the OBMG Core Values. A key responsibility is building positive and productive relationships with members of the community, representing OBMG professionally to manage the Company's reputation and promote the Ripley's brand. This position's responsibilities include, (but are not limited to) the following:

### ACCOUNTABILITIES:

#### Primary Responsibilities:

- Models exceptional customer service by supporting and demonstrating the 'Yes I Can' service and OBMG Core Values with a professional attitude at all times;
- Provides effective leadership and day-to-day management of crew members including contractors involved in customer service, cleaning, building, repairs and maintenance;
- Recruits, trains and sets the pace, leading by working shoulder to shoulder with crew to coach, develop and support the goal of providing guests an optimal guest experience;
- Drives attraction and gift shop revenue through the delivery of exceptional customer service, updated and creative products/displays, and effective marketing initiatives;
- Maintains an in-depth knowledge of the Ripley's Franchise Agreement terms, manages the attraction in accordance with the Ripley's System and participates in all relevant training opportunities provided by Ripley's (the franchisor);

- Prepares the annual budget, ensures labour costs and controllable expenses are managed consistent with OBMG policy to achieve cost and EBITDA targets, while maintaining customer service standards;
- Makes recommendations for capital investments during the annual budgeting process to continually improve the attraction from both a guest experience and revenue generating perspective;
- Supports the completion of all administrative daily, weekly, monthly and annual reporting in an accurate and timely manner;
- Ensures facilities and all fixed assets are carefully maintained and secured, when necessary, in a sustainable and environmentally sound manner to create a safe environment for all customers and crew and meeting all regulatory requirements;
- Directs purchasing, receiving, storage, issuing, preparation, and control of all products, supplies, and equipment;
- Trains and supervises crew members and fosters an inclusive work environment where everyone feels valued. Conducts and follows up on training at all levels, including guest service standards, and participates in OBMG training programs and initiatives;
- Manages crew performance through both formal one-on-one and annual reviews and informal on-the-spot coaching for the development of crew and identification of promotable future leaders for succession plans;
- Leads marketing with the support of the Marketing Manager to explore marketing and partnerships opportunities to increase the attraction's presence, visibility and drive revenue and the guest experience;
- Embraces and implements technology solutions to enhance operational efficiency, ticketing and guest engagement;
- Establishes and follows up on the administration of the Safety and Security Program to ensure all applicable corporate safety and security policies are adhered to;
- Ensures the Emergency Response Program is maintained, clearly communicated and trained to all affected;
- Performs competitive analysis on attractions and other businesses providing services through personal observations and historical reports; and,
- Other duties as assigned.

#### **JOB REQUIREMENTS:**

##### **Education and Technical Skills:**

- Post-secondary degree in Hospitality/Tourism or Business Administration, equivalent credentials or the equivalent combination of education and experience (see below);

- Strong interpersonal and communications skills, with a proven ability to inspire and motivate others;
- Excellent organizational skills;
- Competency in Microsoft Office Suite; and,
- Drivers' license and passport required.

#### **Experience:**

- Minimum five (5) years' management experience in a dynamic, multi-faceted hospitality focused business, ideally within the attractions industry;
- Strong financial acumen and experience in revenue management, budgeting, and inventory control;
- Ability to work flexible hours, including weekends and holidays;
- Strong demonstrated focus on delivery of exceptional customer service;
- Enthusiasm for the attractions industry;
- Experience in facility management an asset; and,
- Mechanical aptitude and knowledge an asset.

#### **CORE Values:**

- **'Yes I Can' is:**
  - Passion for Service
  - Enthusiastic Teamwork
  - Dedication to Greatness
  - Respect for our Crew, Community and the Ocean

#### **Behavioral Competencies:**

- **Business Acumen:** Ability to understand the business implications of decisions and the ability to strive to improve organizational performance. Awareness of business issues, processes and outcomes as they impact the client's and the organization's business needs.
- **Improving Operations:** Ability and motivation to apply one's knowledge and past experience for improving upon current modes of operation within the Oak Bay Marine Group
- **Leadership:** Desire to lead others, including diverse teams. Sets direction and operates in keeping with an understanding of the industry, political climate, market dynamics and business priorities of the company.
- **Empowerment:** Ability to share responsibility with individuals and groups so that they have a deep sense of commitment and ownership.
- **Change Management:** Ability to support a change initiative that has been mandated within the organization. Can provide ongoing guidance and support that will maintain enthusiasm and commitment to the change process.
- **Holding People Accountable:** Sets high standards of performance and holds

team members, outside contractors, industry agencies, etc., accountable for results and actions.

- **Communications:** Openly communicates in an honest, persuasive and articulate manner.
- **People Skills:** Treats people fairly, with dignity and integrity, to promote commitment and productivity. Develops others by providing a supportive growth environment and by coaching and mentoring. Demonstrates effective interpersonal skills and works cooperatively and effectively within and across organizational units to achieve common goals.
- **Relationships/Client Focus:** Seeks and builds internal/external relationships and collaborations. Brings excellence to internal or external clients by focusing efforts on discovering and meeting their needs.
- **Results Focus:** Focuses efforts on achieving quality results consistent with the OBMG current and future business strategies.

#### **Physical Requirements**

- Standing and walking for extended periods of time.
- Ability to lift up to 50 pounds, carry and bend.

**Revised Date: February 2024**