

MINOCQUA WINTER PARK

EST. 1979

Position: GENERAL MANAGER

Reporting Structure: Executive Director

Position Summary:

Direct management responsibility for the Social Media/PR Contractor, the Chalet Manager, and Events Coordinators. Responsible for overseeing the administration of the Park, logistics and operations of events and the chalet. GM works with Executive Director on community-relations of the Foundation to ensure smooth operations and effective communication across all areas of MWPF.

Key Responsibilities

Daily Coordination: Meet regularly with the Exec Dir & Ops Manager to communicate each other's daily priorities, resolve outstanding issues, and address division of responsibilities. Provide support as required.

Staff & Volunteer Oversight: Provide daily direction and supervision to direct reports and to volunteers supporting events and chalet activities. Ensure compliance with the Foundation's Volunteer Policy.

Chalet & Program Oversight: Manage chalet operations, Foundation events, races, nature programs, and community engagement.

Membership, Marketing & Community Relations Membership Administration: Managing membership registration, renewals, and season passes. Communications: Overseeing club communications, which includes updating websites, managing social media, and sending newsletters. Stakeholder Relations: Acting as a contact point for the Park, maintaining positive relationships with local press, sponsors, donors and tourism boards.

Race and Events: Manage aspects for races and events including volunteer recruit and scheduling, races and events scheduling, race and events set-up and takedown. Organize, staff, advertise, develop plans, assign roles and responsibilities to team members. Represent the Foundation as the facility contact/manager for all non-Minocqua Winter Park events and coordinate and manage all foundation and external organizational events.

Volunteer & Staff Coordination: Recruit and coordinate volunteers for chalet work, events, programs, and Ski Safety Patrol; support recruitment and onboarding of employees. Support volunteer policy implementation, maintain task schedules, complete documentation, and oversee reporting obligations.

Financial Oversight: Manage department budgets and work closely with the Foundation Controller and Executive Director to ensure fiscal responsibility.

Strategic Plan: Work with the E.D. and staff to develop, promote and execute the Strategic Plan.

Board Support: Attend monthly BOD meetings when asked, prepare timely reports, and maintain consistent communication between the E.D., Foundation staff, Ski Shop staff, and Lakeland Nordic Ski Team.

Minocqua Winter Park Foundation
PO Box 313
Minocqua, WI 54538

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Team Leadership: Lead and participate in staff meetings, ensuring effective collaboration and problem-solving.

Work Schedule: Work weekends, holidays, and events as needed; perform occasional duties outdoors in varying and sometimes adverse conditions (snow/cold for winter events)

Skills needed: Interpersonal Communication (Direct, Phone, Email), IT systems (Data management, CRM, Event management and promotion packages)

Compensation: \$25+ hourly (negotiable based on experience, skills and availability)

Annual Salary of \$50K +

HOW TO APPLY

Please contact Mike Trantow (mike@minocquawinterpark.org) with questions or for more information.

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