

Hello,



Thank you for your interest in the Business Manager role at Frontier Lodge.

Frontier Lodge is in an exciting place to be. We have stable finances, highly satisfied groups who return year after year, a talented staff team and clear direction. We live, work and play in the Rocky Mountains right by Banff National Park. And, most importantly, we get to love, host, inspire, and challenge participants towards the one true God.

We are a year-round Christian Outdoor Adventure Center and are aspiring to be the very best at providing “well facilitated, transformational, outdoor adventures.” Our calling is that through providing excellent adventure and hospitality we can “inspire people to experience and know the Goodness of God.”

Our team is currently in need of a full-time, Business Manager. The role is vital to the success of our mission. The primary question that the Business Manager answers is “What is necessary to grow the business/ministry of Frontier Lodge?” The Business Manager works closely with the rest of the management team to guide, steward and grow the ministry.

The traditional roles and responsibilities are detailed on the next page but are subject to change based on the needs of the organization, future growth and abilities/interests of the business manager and staff team.

This position is ideally suited for someone who likes to work collaboratively and enjoys multiple facets of running an organization: marketing, sales, finance, human resources and fundraising. The position requires a high level of creativity, organization, problem solving, sales and customer service.

We are a growing organization and this role will be dynamic, challenging and rewarding for the right individual.

The right person might have a background in business education, work experience in one or more different business disciplines, a background in the camp or outdoor field, and/or a high level of willingness to learn and grow into the position. There is no one “right” individual for this position- but the right individual will certainly be passionate about Frontier Lodge and eager to improve the impact of the ministry.

The financial reward is low, the location is remote and the winters are cold but we believe we are called to important Kingdom work.

Would you consider joining us?

Sincerely,

Dennis Landon  
Executive Director

# Business Manager Responsibilities

Some of these roles will be shared with the assistant business manager depending on skill set and interest. We are also in a process of organizational structure/process review and so some duties may change. The position, as mentioned in the letter above, will function best when the Business Manager is working to ensure we have a growing business that is organized and functioning efficiently. Finance, HR, Marketing and Sales/Bookings are all vital responsibilities that the Business Manager will provide leadership in. The role is generally comprised of two major responsibilities:

## 1. Business Development, Group Sales, & Marketing Manager

This portion of the role requires creativity and proactivity. It is based more around responsibilities than specific tasks. There is plenty of room for innovation and finding new and better ways to do things.

### Organizational Leadership

- Meet frequently with the rest of the leadership/management team to guide the organization
- Work collaboratively with other managers to ensure strategic objectives, strategies, values and purpose are being met
- Lead and develop staff under your leadership to see them grow and flourish both professionally and personally

### Bookings

- Find, connect and build relationships with group leaders and parents
- Secure and schedule group bookings
- Communicate with group leaders prior, throughout and after bookings
- Provide internal communication with program manager and kitchen manager
- Invoice, obtain feedback & work towards rebooking groups

### Marketing

- Oversee the marketing efforts of Frontier Lodge. This could include but is not limited to:
  - Social media: Oversee social media efforts (strategy and execution)
  - Website: Oversee content and design. Make relevant updates and changes
  - Brochures: lead summer camp brochure process in partnership with program team.
  - Posters: lead poster creation process (in partnership with program team and Oxburger Studios) to ensure posters are designed and distributed.
  - Email: oversee email strategy and content
  - Plan and book trade fairs/ teachers conventions/networking opportunities

## **Fundraising and Donor relations**

- Oversee the fundraising efforts, in partnership with the Executive Director, of Frontier Lodge. This could include but is not limited to:
  - Building and maintaining relationships with donors
  - Researching and applying for relevant grants
  - Developing media to solicit donations and funding

## **2. Office Manager**

This portion of the role is focused on important tasks to ensure accurate records, smooth operations and good customer service.

### **Registration**

- Oversee the smooth registration process for all group, camps and events.

### **Insurance**

- Ensure Camp Insurance is up to date and appropriate.
- Collect and record driver's info from new staff

### **Office**

- Take phone calls
- Office stock: Make sure all necessary office supplies are there, order if necessary
- Update phone lists
- Pick up mail
- Oversee Eddy (camp store) stock and sales
- Merchandise – order, design and as needed
- T-Shirts: lead/oversee the creation, ordering and delivery of Summer camp t-shirts and Fat Tire t-shirts.

### **Fundraising**

- Write monthly acknowledgements to donors (twice a year to staff donors) and keep record
- Insert donation into Camp brain
- Issue tax at the beginning of the year (usually in January for previous year)
- AFT set ups, informing donors about different payment methods

### **Human Resources**

- Welcome new staff members and volunteers and ensure suitable accommodations are ready
- Ensure new staff have all paperwork needed to fill out and that it is received back
  - Driver's license – copy of Alberta/Canadian DL (sort out international staff as needed)
  - SIN # (if getting paid)
  - Tax forms (if getting paid)

- Void cheque/bank info (if getting paid)
- Insert new staff in to Camp Brain
- Assist foreign staff with obtaining visas through Nyquest Immigration

#### **Payroll and Finance**

- Process monthly payroll
- Work with bookkeeper to ensure accounts are paid/collected.

# Frontier Lodge



## **Our Core Purpose is to:**

Inspire people to experience and know the Goodness of God

## **Core Values:**

Missional community where Christ is our standard and hope.

Each individual we come in contact with

Experiences in the outdoors that connect us to our Creator

## **Strategic Goal:**

To become the premier provider of well facilitated mountain adventures.

## **Core Strategies:**

“You Belong Here” Hospitality

Transformational, not merely transactional, Adventures

Excellence in Outdoor Leadership

Commitment to Safety: Physical, Emotional, Spiritual

“Door to Door” planning, packages and support for group leaders