

Job Title: TCA Office Manager & Administrative Assistant
Reports to: Operations Manager
Supervises: TCA Office Assistant & Supports Sunlund Guest Service
Date: 2025

Terracentric Coastal Adventures delivers world class Tours to hundreds of clients each year between April – October. Located in beautiful Lund, BC, Terracentric specializes in offering small group/private guided adventure tours that connect our guests to the awe-inspiring natural environment of British Columbia's west coast. By boat, kayak and on foot (hiking) our local highly experienced guides share the stories of the region, allowing our guests to discover, witness, and learn about this place we call home. We also offer accommodations at our premium guest suite, at Sunlund RV Park & Cabins, and programming at an outdoor learning facility to expand the overall experiences offered by Terracentric.

We are looking for team members who are passionate about outdoor recreation & tourism that can demonstrate a high standard of customer-focused service, satisfaction, and safety through our spectacular wilderness experiences.

Overall Purpose of the Job

Reporting to the Operations Manager, this position is an integral role in the business operations. This position will provide high quality customer service as well as ensuring the smooth operations of the office and all its systems during our season. Supervising other office team members and supporting the Sunlund Guest Services team ensures smooth and integrated operations to maximize both bookings and efficiency in all operations. Season is May 1 to mid October.

Primary Responsibilities - IN SEASON FULL TIME

- To greet & prepare clients for their tours.
- Ensure all walk-ins, social media messages, phone & email inquiries get complete information about all products offered in the location
- Ensure phones are answered, reservations taken, new bookings distributed to scheduling accurately and without error
- Manage bookings and reservations made through the office as well as through the online booking engine
- Ensuring that moneys taken are properly recorded and accounted for
- Ensure risk management & safety for all guests through the completion of appropriate paperwork & act as emergency operations centre in the case of tour emergencies.
- Supervision of all office assistants and support Sunlund guest services staff.
- Ensure that pre & post trip client and company paperwork is completed
- Order and purchase retail items and office supplies as required. Advise and sell retail items to customers.
- Provision of daily updates to Director of Operations.
- Ensuring scheduling of staff and equipment is completed either by Director or themselves.
- Ensuring social media posts are managed and communications with industry partners on offerings and opportunities are completed

Secondary Responsibilities - YEAR ROUND PART TIME

- Assist Operations Manager in office development & contribute to company operational best practices/procedures for all areas of operations
- Ensure marketing & promotions are updated on a regular basis
- Generating retail sales reports, tour & client statistics based on the above entered information
- Ensuring that invoices, statements, cash reconciliation and related financial information relevant to bookkeeping is appropriately filed for pick up
- Liaise with staff on matters such as scheduling, planning staff training
- Work with Operations Manager and Executive Director to develop growth opportunities for the company

Key Results Areas

- Customer Satisfaction & excellence in Customer Service
- Office Systems & Human Resource Management
- Sales and Marketing
- Safety & Risk Management within the scope of the position

Qualities & Skills

- Experience in an administrative role including taking on the development and realization of new projects;
- Strong commitment to providing quality personalized customer service;
- Ability to share knowledge enthusiastically and in a clear manner
- Strong computer skills including Microsoft office, MAC platform, scheduling software, website design, and social media platforms;
- Highly organized with great attention to detail;
- Excellent organizational & leadership skills, particularly in a group management situation;
- Able to multi-tasking efficiently during peak season when volume of phone calls, emails, and message are high, while continue to deliver excellent customer service;
- Excellent critical thinking, judgment, and decision-making skills;
- Must be self – motivated and flexible in approach, willing to learn and adapt to new systems;
- Able to efficiently work independently or as a team member;
- Strong work ethic and dedication to the success and growth of the company;
- Strong interpersonal skills with a clear understanding of organizational behaviours & conflict resolution skills;
- Willing to participate in *all* areas of the business if needed;
- Knowledge of, experience, passion or interest in our local area, marine ecosystems and coastal outdoor activities, including kayaking, boating and hiking & local flora and fauna
- Must be reliable and willing and able to commit to all scheduled shifts
- Foreign language skills (especially German, Dutch, French) an asset
- Knowledge & passion of our coast & local history
- Understanding of cultural diversity (ex. Indigenous & other cultures)
- Must be willing to commit to minimum of two seasons of employment, with preference give to those who are able to commit to a longer period of time;
- Trustworthy and able to practice confidentiality

Qualifications

- Driver's License with reliable vehicle
- Standard First Aid with CPR C
- Restricted Radio Operators Certificate VHF
- A degree or Diploma in any of the following: Recreation Management, Outdoor Recreation, Tourism, Office, or Human Resource Management

Employee Benefits – Value Added

- An opportunity to work for a leader in the industry in a beautiful area with spectacular wildlife
- Financial Rewards –bonuses, tips
- Team based continual training with opportunities for subsidized professional certifications & growth
- Flexible Work Schedule
- FREE meals on multi-day tours
- First right of refusal for second-hand equipment sales
- Discounts with retailers for gear
- Free equipment usage for employees & ability to go on day tours at no cost
- Great Company Culture in a Family Business that works to have FUN!

Period of Employment & Compensation

Approximately April to October with the opportunity to work part time year round. Competitive salary depending on experience and qualifications in the range of \$26 - \$29 / hour. Preference is given to those who can commit to a minimum of 2 seasons of employment.

*****For 2025 this position will be part time as the successful applicant trains alongside current staff to prepare for seasonal full time employment in 2026 and off season part time employment.*****

Application Requirements

To apply, please review the following requirements and send us an email to christine@terracentricadventures.com. Please clearly identify the position applied for and include the following information:

- A current resume & cover letter detailing why you are interested in & qualified for the position.
- Contact details for at least two work references. If you are at college or university, provide one faculty reference.
- Summary of relevant certifications, achievement dates and renewal dates
- Expected hourly rate & availability dates.

Closing Date February 21st, 2025

Performance Expectations

Customer Satisfaction

- Ensuring that all walk-ins, social media messages, phone & email inquiries get complete information about all products offered in the location
- Ensuring that phones are answered, reservations taken, new bookings distributed to scheduling accurately and without error
- Ability to positively interface with visitors to our area and sell our products
- Managing bookings and reservations made through the office as well as through the online booking engine
- Ensuring that customers fill out all paperwork correctly and it is filed properly
- Ensuring that moneys taken are properly recorded and accounted for
- Communicating clearly and effectively with office staff, guide staff, rental staff, and directors in all aspects of bookings and schedules as it relates to their areas of work
- Ensuring that the storefront is clean, tidy, and well organized
- Ensuring that equipment used is properly cleaned, rinsed, dried, and stored back in its home base at the office
- Participate in leading special projects and initiatives as they arise
- Maintenance of inventory systems, ordering of new stock, pricing
- Set up of central file system for suppliers, price lists etc.
- Ensure that other staff are aware of products & their benefits (could be done at staff meetings)

Office Systems & Human Resource Management

- Ensuring that all paperwork generated through inquires, reservations, client waivers & med forms are entered into existing databases and filed appropriately
- Generating retail sales reports, tour & client statistics based on the above entered information
- Ensuring that invoices, statements, cash reconciliation and related financial information relevant to bookkeeping is appropriately filed for pick up
- Managing emails, online presence and social media channels are being tended to (the Office Manager may not be the person making the Social Media posts)
- Ensuring that other staff are completing their office tasks with consistency, efficiency and correctly
- Ability to make decisions that are in the best interest of the company IF directors are not available.
- Maintaining staff policy and procedure manuals, collecting time sheets, scheduling of staff and tours if relevant
- Liaising with community stakeholders, accommodation providers and tourism partners as a company representative and champion of Terracentric
- Communicating daily with directors
- Communicating clearly to other staff updates that impact their area of work including information for new bookings and scheduling changes

Sales & Marketing

- Ensuring that our website information is up to date at all times
- Sending out emails, creating posters, mail outs, light graphic design duties related to generating sales, along with other office staff
- Coordinating w/ Operations Manager regional marketing opportunities in print & online formats
- Working with Operations Manager to ensure our Facebook and Instagram accounts are active on a daily / weekly basis
- Ensuring that our brochures and any other marketing materials are appropriately placed in / around our region
- Generating ideas for campaigns to attract clients to our business
- At all times, promote TCA Ltd. as a professional business through a neat and tidy appearance (including wearing guide type uniform) and ensuring our high-quality equipment is always clean and well-maintained.
- Encourage repeat business through the provision of informative rental & tours that focus on achieving high standards of customer satisfaction.
- Ensure you have a good understanding of other tour itineraries to assist business promotion. Up-sell and cross-sell other TCA experiences by ensuring customers are aware of the wide range of trips we offer, promoting skills advancement, using maps to explain other trips, handing out brochures, etc.

Safety & Risk Management

- Remain fully conversant with emergency management action plans and search and rescue plans according to TCA Policy.
- Assist Operations Manager with accidents and incidents and learn to appropriately attend to and report on events using correct procedures. Ensure all details on relevant form are completed in a timely manner (precise documentation).

Staff Management

- Direct and guide all relevant team members/assistants to act in a professional and customer-focused manner
- Liaise with staff and other team members
- Supervise and manage time and workloads of all office assistants
- Reflect, in attitude and performance, the standards of TCA Ltd. thereby acting as a role model for other team members
- Update the Operations Manager regarding any problems or issues affecting the performance of team members.