



Year-Round Operations Manager – Sitka Walking Tours, LLC

Why this role matters

Sitka Walking Tours runs 7 days a week through cruise season (5 months a year) and stays busy in the off-season refining products, securing contracts, and training guides. We need a full-time, on-the-ground operator who will manage day-to-day operations and help ensure our long-term growth.

What you'll do

Seasonal (April-October)

- **Daily dispatch & guest experience** – finalize rosters, greet guests, solve last-minute issues, keep tours on schedule.
- **Managing Guides** – hire, onboard, schedule, coach, and manage guides; maintain a positive team culture.
- **Lead Tours (as needed)**: While the Operational Manager's chief duties will be to manage guides and ensure smooth operations during the season, the manager will be expected to lead some tours on an as-needed basis.
- **Cruise-line liaison** – maintain relationships with shore-excursion staff, handle same-day manifests, and resolve service hiccups fast. Deliver stubs to shore concierges per contract.
- **Guest communications** – monitor phone, texts, and email in real time; call all OTA bookings for confirmations or upsells.
 - Also provide any necessary photos/information to guests after tours, as needed.
- **Quality assurance** – ride-along audits, review collection follow-up, and implementation of guest-feedback improvements.
- **Marketing & content** – update website, manage social posts, and coordinate photo assets with our photography partners.
- **Billing & accounting** – issue invoices to cruise partners, track A/R, and coordinate with our bookkeeper on P&L.

Off-Season (November-March)

- **Contract & product development** – negotiate next-season cruise contracts, develop new tour ideas, and lock in permits.



- **Strategy + Growth:** Work with stakeholders to grow Sitka Walking Tours and prepare for the next season.
- **Hiring Pipeline** – recruit guides, arrange housing leads, and prepare training materials.
- **Marketing & Graphic Design** – update website, manage social posts, and coordinate photo assets with our photography partners.
- **Maintenance & inventory** – schedule vehicle servicing, replace gear, and keep compliance docs current.

Year-Round

- **Weekly leadership call** – meet weekly with owners, present metrics of performance indication, flag risks, and propose improvements.
- **Standardizing Processes** – document standard operating procedures and continuously tighten them so guides and seasonal staff can operate independently.

You'll excel here if you have

- 2+ years running operations or guest-service teams (tourism, hospitality, outdoor recreation a plus).
- Proven people-management experience: hiring and motivating a team.
- Fluency with reservation platforms (FareHarbor or similar), spreadsheets, and basic bookkeeping.
- Strong written & phone communication; calm problem-solver under time-sensitive situations; hard worker; independently motivated.
- Sitka-specific or remote-community experience **preferred** but not required.
- Ability to lift 30 lbs and spend time outdoors in variable weather.
- Experience growing an organization and a strong interest in leading strategic organizational development and expansion.

Work pattern

- **Full-time, exempt.** Will average 40 hrs/week. Off-season allows for a flexible schedule and is remote-friendly.



- Must reside in Sitka, AK seven months of the year minimum - March 1 through October 31

Compensation & incentives

Component	Illustrative range
Base salary	\$48 k – \$55 k DOE
Annual performance bonus	Up to 10 % of base tied to profits & guest-satisfaction KPIs
Health stipend	\$150/mo toward your own plan
PTO	15 days (increasing annually), plus December 24 – January 2 company break

How we'll measure success

- **Cruise-line scorecards $\geq 4.7/5$ and OTA/Google review average $\geq 4.8/5$.**
- Accounts Receivable aging < 30 days; ticket reconciliation accuracy $\geq 99\%$.
- Documented Standard Operating Procedures published and kept current.
- Increase in Net Operating Income year over year.

About Sitka Walking Tours

We're a locally owned company showcasing Sitka's wild beauty and layered history through small-group walking, hiking, and photography tours. Our goal is remarkable storytelling, zero-friction logistics, and **sustainable growth that benefits the Sitka community year-round.**



Ready to apply?

Email info@sitkawalkingtours.com with:

1. Cover letter explaining why you're a good fit.
2. Résumé highlighting relevant experience.
3. Three professional references

*We'll review applications on a rolling basis **with a priority deadline end of day August 29, 2025** and hope to onboard our new Operations Manager so you can learn during this season.*

Sitka Walking Tours LLC is an equal-opportunity employer committed to courteous, inclusive workplaces and outstanding visitor experiences.