



Job Description

General Manager

December 2019

Operations: Work collaboratively with the kiosk manager, kiosk staff, head coach, groomers, volunteers, and board to manage the day-to-day operations of the club.

Communications: Create a communication plan and branding strategy that includes high quality print and digital communications. This plan would include news shared by email, newsletters, website and social media, media releases, and events calendar. Support the use of and maintenance of equipment/electronics used to facilitate communications. Create a high-quality image library and series of web based promotional short films.

Coordination: Develop strong connections between the public, members, staff, volunteers, board, outside organizations, and governing bodies to enhance the services provided by the club and enable pursuit of strategic plans.

Fundraising: Based on needs of KNC and its programs, identify suitable grants, prepare applications, and complete final reports. Create a sponsorship package, solicit sponsors, and produce deliverables to acknowledge support.

Project Management: Organize and support facilities and events projects through the planning, implementation and completion stages.

Community Relations: Act as the “face of the club” by professionally representing the organization, fielding complaints, and responding to incidents.

Volunteer Relations: Create volunteer recognition program to recognize key volunteers and help them feel appreciated, encourage stewardship of club resources, and grow volunteer base.

Board Relations: Support the KNC board in its operation of the club by attending and reporting at board meetings, working through tasks and projects as directed by

the board, and helping to develop and implement strategic plans.

Stakeholder Relations: Represent KNC at meetings including City of Kimberley, Kimberley Trails Society, Kimberley Nature Park Society, and Cross Country BC.

Administration: Maintain digital documents and manage document access for board members and staff. Manage Zone4 registration systems.

Program Relations and Support: Collaborate with program coordinators to provide logistical support for each program, grant writing for specific initiatives, coordinate training, and ensure compliance with coach licensing and criminal record checks.

Financial: Assist with the development of working budgets and coordinate with treasurer, bookkeeper and program coordinators to manage club and program budgets. Provide guidance so that club and program finances enable maximum potential for grant funding.

Facilities: Ensure availability of facilities, licensing and permits are up-to-date, and insurance coverage is current.