



POLAR CAVES PARK

Executive Job Profile – General Manager

Location: Rumney, New Hampshire

About Us

Polar Caves Park is a century-old family attraction dedicated to providing safe, engaging outdoor recreation in a unique natural setting. Our mission is to create memorable family experiences while offering educational opportunities that inspire visitors to explore, appreciate, and learn about the natural world.

Overview

The General Manager is the chief operating leader of Polar Caves Park and is responsible for delivering an exceptional guest experience while ensuring the long-term financial health and strategic growth of the organization. Reporting to the Board of Directors, the General Manager provides leadership across all aspects of the business, including operations, finance, marketing, human resources, safety, and capital planning. The role serves as the public face of the Park and fosters a culture of outstanding customer service, teamwork, accountability, and continuous improvement.

Key Accountabilities

Strategic Leadership

- Partner with the Board of Directors to establish organizational strategy, annual objectives, and long-range plans.
- Develop and execute the annual business plan, operating budget, and financial forecast.
- Identify opportunities for growth, new attractions, operational improvements, and enhanced guest experiences.

Operational Excellence

- Direct all day-to-day operations of the Park, ensuring a safe, clean, and memorable visitor experience.
- Oversee facility maintenance, capital improvements, risk management, emergency preparedness, and regulatory compliance.
- Lead seasonal planning, staffing, maintenance, and operational readiness.

Financial Stewardship

- Manage all revenue and expense activities to achieve annual financial goals.
- Oversee budgeting, cash flow, inventory management, purchasing, financial reporting, and lender compliance.
- Present regular operational and financial performance updates to the Board.

People Leadership

- Recruit, develop, coach, and evaluate management and seasonal staff.
- Foster a collaborative, customer-focused culture built on accountability and professional development.
- Ensure compliance with employment laws, HR policies, and performance management practices.

Marketing & Business Development

- Champion the Polar Caves brand and visitor experience.
- Create and execute on an annual marketing plan to maximize attendance and revenue.
- Monitor market trends, competitive offerings, pricing, and customer feedback to strengthen the Park's market position.

Leadership Competencies

- Strategic thinker with strong business and financial acumen
- Inspirational leader who builds high-performing teams
- Excellent communication and relationship-building skills
- Strong planning, organization, and execution capabilities
- Sound judgment, integrity, and decision-making ability
- Commitment to guest satisfaction, safety, and operational excellence
- Passion for outdoor recreation, conservation, and family experiences

Qualifications

- Bachelor's degree in Business, Management, or a related field preferred.
- Minimum of five years of progressive management or supervisory experience.
- Demonstrated success leading operations, budgets, staff, and customer service.

- Proficiency with Microsoft Office; ability to utilize financial and point-of-sale software.
- Capable to walk daily at least 5 miles over uneven surfaces- stairs in varying weather conditions, lift and carry 40 pounds.
- Valid driver's license
- Passionate for outdoor recreation and guest satisfaction

Work Environment

This is a hands-on leadership position for a seasonal outdoor attraction. The General Manager is expected to maintain a visible presence throughout the Park and work a flexible schedule, including weekends and an extended workweek during the peak operating season.

Equal Opportunity Employer

Polar Caves is an equal opportunity employer. We are committed to providing equal employment opportunities to all qualified individuals and do not discriminate on the basis of race, color, religion, sex, pregnancy, sexual orientation, gender identity, national origin, age, disability, genetic information, veteran status, or any other status protected by applicable federal, state, or local law. Employment decisions are based on qualifications, merit, and organizational needs.

How to Apply: Please send your resume and cover letter to Diana.zais@polarcaves.com. Applications will be reviewed on a rolling basis until the position is filled.