



## **Yosemite Mariposa County Tourism Bureau (YMCTB)**

*Yosemite Mariposa County Tourism Bureau is a private, not-for-profit organization.*

### **JOB DESCRIPTION**

**Job Title:** Operations & Administrative Manager  
**Reports to:** CEO/Executive Director  
**Status:** Non-Exempt  
**Date:** September 2021

#### **Position Summary:**

The Operations & Administrative Manager supports the Yosemite Mariposa County Tourism Bureau's Sales & Marketing efforts. Coordinates various a) Daily operations and b) Client Support Functions. This includes tasks related to:

1) accounting, compliance, administrative, organization, HR & facilities and more; and  
2) Lodging Association partners' needs, including the BookDirect reservations system  
Constituent Client Relationships, Yosemite.com advertising sales as well as administering the co-op advertising management with the Director of Marketing & Creative and various other outreach efforts.

#### **Primary Functions:**

Administrative: Including but not limited to

- Bookkeeping: A/R & A/P, financials, banking, and liaison with CPA firm
- Managing the majority of day-to-day operations of the Yosemite Mariposa County Tourism Bureau.
- Ensuring Compliance in all areas including protections, audits, and other county, state or federal requirements
- Managing presentations for the Board of Directors, the Board of Supervisors, and others.
- Overseeing IT and Internal Systems
- Managing Basic Human Resources for compliance and information
- Maintaining the facilities, file organization, office supplies and other aspects of the office environment
- Assisting with the organization of trips, travel and tradeshow planning and execution

Client Supportive Functions: This position acts as the organization's liaison between lodging partners and business constituents, aligning marketing opportunities and sales efforts by establishing relationships with lodging suppliers, tour operators and travel agents in the industry.

- Creating and maintaining positive Constituent/Partner relationships with Lodging Association Members
- Providing Financial Reporting, and ensuring Compliance in accordance with the bylaws of the organization in tandem with the CEO/Executive Director
- Managing Sales of Yosemite.com and cooperative marketing programs



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- Working with the CEO/Executive Director, provides sales and business referral support to constituents for traditional group and tour & travel business referrals
- Various other tasks

### **OPERATIONS & ADMINISTRATIVE MANAGER**

#### **Additional Essential Functions:**

- Monitors and updates financial budgets and other reports on agreed targets and accuracy in all departments of the budget. This includes maintaining the current financial procedures in conjunction with the CEO/Executive Director & Treasurer of the Board of Directors.
- Reviews operating practices, compliance and processes to ensure maximum efficiencies. Researches, devises and suggests alternative practices towards continuous improvement.
- Supervises, negotiates and researches contracted administrative and contracted support services.
- Makes sure safety regulations are followed.
- Keeps employees motivated and organizes appropriate training when needed.
- Ensures the business operates within the company's mission statement and bylaws.
- Investigates and handles any customer satisfaction issues.
- Reviews and approves equipment needs.
- Assists as needed in coordinating trade and media FAM's.
- Manages Yosemite.com sales program.
- Manages sales process of marketing co-op programs with stakeholder.
- Occasional updates to website when needed.

#### **Knowledge, Skills, and Abilities:**

- College experience or equivalent; high school diploma / GED.
- Must be proficient in Microsoft Office, including Excel, Microsoft Word, PowerPoint and associated or similar products.
- Must be proficient in QuickBooks, with experience in preparing and processing accounts payable/receivable and running financial reports.
- Must have sufficient knowledge of destination and surrounding areas to field visitor calls.
- Excellent communication skills, including speaking and writing.
- Excellent Mathematical and Reasoning skills.



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- Strong planning and organizational skills and attention to detail.
- Ability to complete multiple tasks and projects in a timely manner, despite unscheduled interruptions.
- Proficiency in working independently with limited supervision.
- Ability to work within a team in courteous, professional, and enthusiastic manner.

#### **Working Conditions:**

- Indoors in typical office environment with little exposure to excessive noise, dust, fumes, vibrations, and temperature changes approximately eighty-five percent (85%) of the time.
- Frequent computer use at workstation up to three hours at a time.
- Adjusted work schedule, overtime, and evening/weekend hours may be required in order to meet deadlines or support outside community events, festivals or meetings.
- May move (walk or drive) from one work location to another occasionally.

#### **Physical Demands:**

- Mobility within the office.
- Mobility at offsite venues, including movement up and down stairs.
- Ability to walk, sits, and stands.
- Ability to lift up to 25 pounds.
- Ability to drive own vehicle, as required to perform essential job functions (proof of vehicle insurance is required).

**Compensation:** \$21.25 per hour to \$26.50 per hour depending on level of experience.

**Changes:** This job description will be updated if duties and responsibilities change significantly. Job functions are subject to modification based on business necessity.

**ADA/FEHA:** The Company will make reasonable accommodations in compliance with the Americans with Disabilities Act of 1990 and California's Fair Employment and Housing Act.

**EEO:** The Company is an equal employment opportunity employer.