



Snow Sports Manager Job Description

DEPARTMENT:	Snow Sports	FLSA STATUS:	Non-Exempt
REPORTS TO:	SnowSports Director	STATUS:	Full Time (Seasonal)
DATE APPROVED:	June 22, 2026	APPROVED BY:	Julie Ardell
		LOCATION:	Onsite

POSITION SUMMARY

The Alpentel Snow Sports Manager is responsible for building and sustaining the culture, community, and daily operations of the Snow Sports School at Alpentel. This role provides strong, inspiring leadership with a deep commitment to honoring what makes Alpentel unique — fostering an environment where guests, families, and instructors feel a genuine sense of belonging from their very first lesson to their most advanced season. The Alpentel Manager directly supports the leadership team and leads teams who drive the programs that define the Alpentel experience, from the AlpenTykes 3-year-old program and School Programming through the teen leadership pipeline that develops the next generation of instructors.

This position oversees all programming, staffing, scheduling, and payroll management at Alpentel, ensuring that every leader and instructor has the tools, clarity, and support they need to deliver exceptional experiences on the snow. Beyond day-to-day operations, the Alpentel Manager is charged with actively growing the adult seasonal lesson programming, camps, and private lesson business — identifying creative ways to deepen guest engagement, drive return visits, and expand lesson opportunities that reflect the spirit and culture of Alpentel.

HOW YOU'LL SUCCEED — BOYNE L.E.A.D.S. VALUES

At the core, your role is about nurturing connections with people. Composure and an engaging, empathetic communication style will be key to achieving organizational goals. You will consistently promote Boyne Resorts' core values of L.E.A.D.S. with all approaches and all undertakings.

To be more specific, in this role you will:

1. **Long-Term Thinking** – Implement sustainable systems, training frameworks, and program development strategies that support the long-term growth of the Snow Sports School and staff retention season after season.
2. **Excellence in Execution** – Deliver seamless, high-quality guest and instructor experiences by aligning team performance with school standards, lesson delivery goals, and resort-wide expectations.
3. **Attitude is Everything** – Set the tone for a professional, positive, and collaborative team culture — even in high-pressure or high-volume situations — and model the enthusiasm that makes Alpentel a place people want to work.



4. **Develop Great People** – Coach and mentor instructors at all levels, creating clear pathways for professional advancement and cultivating a team that takes pride in personal and collective growth.
5. **Serve First** – Prioritize the needs of both guests and employees by leading with empathy, clear communication, and a service-driven mindset that reinforces trust, accountability, and respect.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following statements are intended as general illustrations of the work in this classification and are not all-inclusive of the specific position.

People Leadership & Team Development | Develop · Serve · Long-Term

- Build genuine connections with staff that foster a sense of community and belonging, cultivating an environment at Alpental that people are proud to be a part of and motivated to return to season after season.
- Assess seasonal staffing needs across all programs and demographics, developing a staffing plan that ensures Alpental has the right people in the right roles to deliver its full range of programming.
- Lead all phases of the employment lifecycle — recruitment, hiring, onboarding, and end-of-season evaluations and separation — doing this with care, consistency, and professionalism.
- Partner with the Snow Sports training team to identify and address specific training needs for all programs at Alpental, ensuring instructors and the leadership team are fully prepared from AlpenTykes through the teen leadership pipeline.
- Support the professional development of the leadership team and leads, providing ongoing coaching, feedback, and the resources they need to run their programs with confidence.
- Collaborate with Summit Snow Sports leadership to align on uniform management and distribution processes, ensuring Alpental staff are equipped and presented consistently with resort-wide standards.
- Ensure daily payroll is reviewed, accurate, and approved in a timely manner — establishing consistent systems and routines within the leadership team so that payroll approval is a reliable, everyday process regardless of who is on shift.
- Build instructor confidence in the payroll system by ensuring every team member understands how to log, check, and monitor their pay, making accuracy a shared responsibility across the whole team.
- Maintain accurate employee data and ensure compliance with privacy laws, internal policies, and best practices in data handling.

Operations, Scheduling & Financial Performance | Excellence · Long-Term

- Maintain accurate schedules and staff accountability across all programs and lessons, ensuring optimal instructor headcount and coverage at all times. Adjust resources based on demand, product type, time, and location to meet the needs of every guest on every operating day.
- Partner with Guest Services to ensure the Alpental sales point is staffed by a confident, well-trained team capable of addressing every guest need — from lesson bookings and ticketing to reservations and service recovery.
- Work collaboratively with base area managers across all Summit locations to coordinate shared staff, communicate staffing needs transparently, and flex resources effectively — ensuring every base area is supported at the right level of business volume throughout the season.
- Partner with other departments to manage reservations, sales flows, and operational procedures in response to guest volume, ensuring Alpental's programming delivery stays aligned with the broader resort operation.
- Monitor and manage labor-to-revenue ratios and class ratios, making informed daily decisions that support strong financial performance without compromising the guest or employee experience.



- Track performance daily, weekly, and monthly, staying flexible and proactive in adjusting plans to meet business volume needs.

Guest Experience & Program Growth | Serve · Excellence · Long-Term

- Work with the leadership team on an annual basis to assess guest trends and instructor capabilities, using those insights to evaluate, shape, and advise future programming across all lines of business at Alpental.
- Collaborate with the Director and Business Manager to assess the specific needs of the Alpental base area, ensuring programming decisions are informed, strategic, and aligned with both guest demand and organizational goals.
- Ensure all products and programs are structured to deliver exceptional guest experience, managing organized lineups, thoughtful class splits, and the consistent weekly cadence of seasonal programs so that every guest — from their first visit to their twentieth — has a seamless and memorable time on the snow.
- Build and maintain strong guest relationships to drive growth in adult seasonal lessons, camps, private lessons, Consecutive Week programs, and other pre-sold offerings — finding creative ways to deepen engagement and keep guests coming back season after season.

Director Partnership & Strategic Support | Long-Term · Excellence · Attitude

- Serve as a key operational partner to the Director, providing regular updates on Alpental's performance, staffing, programming, and guest experience so the Director has the information needed to make informed decisions at the department level.
- Collaborate with the Director on the development and delivery of programming that aligns with company goals and creates genuine value for both guests and staff.
- Identify and evaluate trends among guests, employees, and the broader industry, bringing those insights to the Director to inform strategic planning and future program development.
- Lead independent projects and initiatives assigned by the Snow Sports Director, approaching each with ownership, creativity, and a commitment to outcomes that benefit the Alpental community and the broader Snow Sports operation.

QUALIFICATIONS

- Strong working knowledge of the Summit Snow Sports School or a comparable program of similar size and scope.
- PSIA/AASI Level 2 Certification and Youth Specialist credentials preferred.
- Proven ability to work independently with minimal supervision while maintaining high performance standards.
- Adaptable and resilient, with the ability to evolve with changing priorities and operational demands.
- Skilled at managing tight deadlines and high-pressure situations while maintaining a professional demeanor.
- Strong prioritization skills with a focus on high-impact, high-value projects in fast-paced and dynamic environments.
- Consistent ability to deliver high-quality experiences for both guests and team members.
- Demonstrated commitment to excellent internal and external customer service that supports a sales-driven, guest-focused culture.
- Exceptional attention to detail and accuracy in both administrative and guest-facing work.
- Excellent verbal and written communication skills.
- Proficient in Microsoft Outlook, Word, and Excel (advanced Excel knowledge preferred); familiarity with social media platforms is a plus.



- Proficient in RTP and Flaik systems or comparable ERP platforms, with the ability to perform job-related functions efficiently.
- Proven leadership skills with a passion for guiding diverse teams and fostering a culture of inclusivity both on and off the snow.
- Must successfully pass a background check in accordance with company policies.

EDUCATION AND/OR EXPERIENCE

Bachelor's Degree from a four-year college or university preferred; or two to four years related experience and/or training; or equivalent combination of education and experience, preferably within the snow sport industry.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to stand, climb or balance, and talk or hear. The employee frequently is required to walk and reach with hands and arms. The employee is occasionally required to sit, stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 50 pounds.

WORK ENVIRONMENT

While performing the duties of this job, the employee is regularly exposed to outside weather conditions. The employee is frequently exposed to extreme cold. The noise level in the work environment is usually moderate. We work in a variety of conditions, which include but are not limited to: Rain, Snow, Freezing Temperatures, Extreme Heat, Wind, dry and slippery/wet conditions, and uneven surfaces.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. The Summit at Snoqualmie will provide reasonable accommodations to qualified persons with known disabilities to allow an individual to perform the essential functions of his or her job, as required by law. If you believe you require reasonable accommodation you should let your supervisor or human resources representative know as soon as possible.