

# Evergreen Escapes | Guest Experience & Sales Manager

## Seattle, WA

### **POSITION**

Do you have a passion for Washington State and its National Parks? Do you spend your free time on regional road trips, exploring new trails, or flipping through field guides? Evergreen Escapes is seeking a core, full-time team member with proven leadership, organizational skills, and incredible attention to detail to lead our guest services and sales programs. Creative problem solving, patience, and compassionate customer service skills are essential to this position.

The **Guest Experience & Sales Manager** will drive all sales and customer service functions of the company. They will be the point person for all inbound sales and identify outbound sales opportunities. They will manage the nuts and bolts of our marketing channels including our website and resellers such as TripAdvisor and Airbnb. This is a detail-oriented roll that works closely with the operations team to ensure logistical and customer success; they will work side by side with the General Manager to ensure sales goals are aligned with inventory/operational capacities. The ideal candidate is an effective communicator, efficient multi-tasker, enjoys problem-solving, working with guests, and is undaunted by steady streams of phone calls and emails. This is an ideal opportunity for someone who thrives in a fast-paced environment where no two days look the same and can balance the ebb and flow of a seasonal business.

### **ORGANIZATION**

Evergreen Escapes is an award-winning, 15-year-old travel company that specializes in guided tours and meaningful experiences throughout the Pacific Northwest. We are a small, scrappy team of professionals who work hard to be the best at what we do. Evergreen Escapes is part of The Adventure Hub, a small collection of Pacific Northwest adventure travel companies offering frequent opportunities for cross-company collaboration and development.

We are passionate about our work, the places we go, and we are excited to share our knowledge and enthusiasm for outdoor recreation with our guests. Evergreen Escapes is located in SODO and this position would primarily be based in our warehouse style office with some seasonal remote work opportunities.

COVID-19 Update: We closely adhere to all Washington State COVID-19 protocols for all operations to keep staff, guides, and guests safe.

### **Daily Sales and Marketing Operations**

- Sales & Marketing
  - Handle inbound sales focused on, but not limited to, set departure and private, custom tours. Includes trip customizations and opportunities to grow corporate and group sales.
  - Manage bookings inbox, coordinating with clients and partners

- Manage all content across our reseller (OTAs) and wholesale channels to provide up-to-date, accurate information
- Develop marketing directives along with Adventure Hub Marketing Director
- Design and distribute current content for new or existing products
- Contribute to social media to the extent possible
- Communicate sales information to Base Camps and Leadership as needed
- Comprehensive knowledge of destinations statewide
- Comprehensive knowledge of Evergreen Escapes services and Terms and Conditions
- Customer Service
  - Primary person on phones for all inbound sales and other calls during your working hours
  - Timely responses to all guest inquiries whether email, voicemail, etc.
  - Front-line customer service for complaints & refund requests; serve as an advocate for guest refunds with our affiliates/resellers
- Operational Support
  - In-depth understanding of operations with occasional in-person support required – i.e. making sure all trips get out the door without a hitch

## **Program Management**

### Multi-Day Tour Program

- Handle all back-end logistics to ensure departure and guide success in the field
- Communicate with guests regarding payments, preparation, expectations, etc.
- Design/update related materials to effectively disseminate trip information
- Coordinate lodging and organize other pre-trip details with the Lodging Team

### Washington Wine Program

- Wine Guide management (hiring, training, terminating)
- Manage all winery reservations
- Maintain existing winery partnerships and determine opportunities for new partnerships
- Other miscellaneous tasks to maintain and build WA wine

Evergreen Escapes encourages an ‘all-hands-on-deck’ environment, and you may be required to perform other duties as assigned. As such, all team members must have a solid working knowledge of our operational requirements/duties. All employees are trained in operations tasks as well as your primary functions. ‘As-needed’ assignments may not bear any direct correlation to operations in your department or city. Being part of a small team also means that as core responsibilities are met, professional development opportunities related to employee interests can be explored!

## **QUALIFICATIONS**

The ideal candidate will: have a willingness to do whatever it takes to get the job done; be flexible, detail oriented, and a stickler for accuracy and organization; be able to work through gray area situations

confidently and handle chaos with a fair, decisive, and positive attitude; work independently with minimal oversight; possess strong written and oral communication skills and maintain a self-assured and energetic telephone presence. They will be able to navigate and balance the needs of our guests, guides, and company.

**REQUIRED:**

- Innate understanding and ability to provide 5-star guest service to individuals from various backgrounds, beliefs, and cultures, primarily over the phone, via email, and occasionally in person
- Dependable, independent, creative, self-starting individual
- Strong work ethic and ability to direct your own time
- Advanced computer skills; proficiency with Microsoft Office preferred
- Ability to navigate and learn CRM systems; experience with Salesforce, FareHarbor, or The Flybook a plus
- Team-oriented and invested in collaboration across internal and external teams
- Resident of greater Seattle area (or willingness to relocate immediately)

**PREFERRED:**

- Experience in tourism/restaurant/hospitality/customer service industry
- Experience with copyediting and/or website management
- Extensive knowledge of Washington and Pacific Northwest region and attractions
- Experience in relationship building and partner development
- Fastidious? Bit of a perfectionist? It can be a very useful quality in this role!

**POSITION DETAILS & COMPENSATION**

This position is full time Monday-Friday from March through October with some flexibility in the winter season. Hours should coordinate well with your teammates, especially from April to October when every member plays a critical role in the success of our peak season. Our office is open 7 days/week, so some weekends are required when operational needs arise. Everyone is responsible for making sure all needs are covered appropriately during the busy season.

This position works closely with the General Manager and reports directly to the President and Owner of Evergreen Escapes.

Starting salary \$45,000 DOE, Full-Time Exempt. Flexibility to begin part time and increase to full time.

**CONTACT**

Although we are excited to meet all the people qualified for this position and appreciate the enthusiasm for this opportunity, please apply only if sincerely interested.

Qualified candidates should send a resume and cover letter to [clare@evergreenescapes.com](mailto:clare@evergreenescapes.com). No calls, please. Position is open until filled.