



General Manager Job Description

April 2026

Job Purpose

Working collaboratively with the Kimberley Nordic Club (KNC) Board of Directors (“the Board”), the General Manager is responsible for coordinating and overseeing all aspects of the KNC to fulfill the Club’s mandate of providing and fostering cross-country skiing and other Nordic events among its membership and members of the community.

The General Manager oversees KNC staff volunteers to ensure operations at KNC are efficient and aligned with the club’s mission, vision, values and strategic plan. The General Manager is a leader within the KNC community and seeks to exemplify the club’s core values of Quality, Community, and Sustainability.

Duties and responsibilities of the General Manager include but are not limited to the following:

Operations and Facilities

- Supervise facility staff, groomers, contract coaches, and volunteers to facilitate the day-to-day operations of the club
- Ensure availability of facilities, licensing and permits are up-to-date, and insurance coverage is current
- Ensure the trails and facilities are well prepared for opening each season and that all facilities are properly closed and secure at the end of each season
- Ensure trails are safe for public use
- Assist department supervisors with staff coverage as needed
- Organize and support Board-approved major capital projects through the planning, implementation and completion stages

Staff and Volunteer Management

- Train, supervise and support staff
- Hire new employees as needed
- Ensure that staff are familiar with WorkSafe BC guidelines
- Grow the volunteer base
- Grow the volunteer recognition program to formally recognize volunteers and their contributions

Financial

- Develop and manage club and program-specific budgets with support from the Treasurer, bookkeeper, and program coordinators
- Maintain sound bookkeeping procedures, including financial reporting, accounts payable and receivable, and point-of-sale systems, with support from the Treasurer and bookkeeper
- Ensure compliance with non-profit society reporting requirements
- Monitor and manage staff hours and club expenditures to ensure compliance with established budgets
- Provide guidance to ensure that club and program finances maximize the potential for grant and sponsorship funding
- Manage the membership process and program registration, which includes overseeing online registration systems (e.g., Zone4) and on-site registration services in coordination with the facility manager

Fundraising

- Identify suitable grants that support KNC strategic direction, prepare applications, and complete final reports
- Administer the sponsorship package, solicit sponsors, and follow-up on deliverables
- Ensure appropriate recognition of donors and funding partners

Programs and Special Events

- Oversee a full range of ski and biathlon programming
- Supervise program coordinators, staff, and coaches as per current operational structure
- Coordinate coach training and ensure compliance with coach licensing, SafeSport training, and criminal record checks
- Coordinate facility use for races, special events, and off-season activities

Administrative

- Support Board governance by attending Board meetings
- Provide reports and recommendations at Board meetings
- Implement operational tasks and projects
- Implement strategic plans as directed by the Board
- Manage KNC documents and online filing systems
- Understand and implement KNC policies and procedures

Communications

- Create a communication plan and branding strategy that includes high quality print and digital communications
- Ensure consistent communication with KNC membership via newsletter, website, social media, media releases, and events calendar
- Support the use of and maintenance of equipment/electronics used to facilitate communications

Community and Stakeholder Relations

- Act as the “face of the club” by professionally representing KNC, fielding concerns, and responding to incidents
- Develop and maintain open communication with stakeholder organizations including the City of Kimberley, Kimberley Trails Society, Kimberley Nature Park Society, and Cross Country BC
- Develop and maintain positive relationships with neighbouring landowners