

# Camp Bow Wow® *Benton-Bryant* – Camp Manager

## Business Overview and Culture

Camp Bow Wow® is North America's largest pet care franchise. The \$100+ million-dollar company, which ranked #1 in the pet category on the Entrepreneur Franchise 500 list for the last three consecutive years and was named in Entrepreneur's 2017 and 2018 Best of the Best Lists, proudly offers dogs a safe place to play while simultaneously providing socialization, exercise, and TLC from certified Camp Counselors. With over 180 locations, dogs visit a Camp Bow Wow more than 3 million times a year where they enjoy our premier doggy day care, boarding, and training services. Come work at our fun, high-energy camp, and be a part of creating a better world for pets while achieving our vision of Happy Healthy Pets, Happy Healthy People!

Camp Bow Wow® *Benton-Bryant* is an independently owned and operated Camp Bow Wow® franchise. If you receive an offer for this position, you will be an employee of *Black Dog Management, LLC* and not Camp Bow Wow Franchising, Inc.

## About the Job

The Camp Manager will be the face of Camp Bow Wow, lead a large team of employees, oversee daily operations of the camp, budget and inventory, safety, maintenance of the facility and provide all necessary training when needed. The Camp Manager works directly with the owner to grow the business of the local Camp through a variety of marketing and sales activities, while also managing day to day operations within the Camp. The role will primarily focus on grassroot marketing during construction phase and in-camp managerial responsibilities once the camp opens. In-camp responsibilities will consist of opening or closing the camp, leading daily operational tasks, managing the front desk, interacting with Clients, and managing on-duty employees. The Camp Manager will work to create partnerships with local businesses and nonprofits, secure and attend local events to represent the brand, oversee daily operations of the camp, build customer relationships, and handle digital marketing and social media activities.

## Primary Responsibilities

### Supervise, Train, and Schedule Camp Counselors:

- Responsible for all hiring needs and employee separations
- Day-to-day scheduling of Camp Counselors and overall coverage
- Monitor attendance and tardiness of Camp Counselors. Assume responsibility to cover or find coverage of any uncovered shifts. Adjust scheduling needs as needed to budget labor percentage.
- Conduct performance reviews of Camp Counselors and provide on-going coaching and feedback
- Ensure that all Camp Counselors are properly trained and supervised
- Monitor all Camp Counselors' Doggy First Aid and CPR Certifications
- Ensure all Camp Counselors understand and follow policies, procedures, and regulations

- Monitor opening and closing shift checklists
- Be a “hands-on Manager!” Camp Counselors work with you, not for you!
- Promote teamwork and fun at Camp Bow Wow

### **Operations:**

- The Cabin Area – ensure a safe and clean environment (at all times) for campers, as well as employees
- Day Campers and Night Campers Checklist – continually update and monitor
- Cabin Cards – monitor information for proper feedings, medicine requirements and checkout dates
- Daily Medicine Checklists – monitor for proper dosage and insure all daily checklists are complete
- The Indoor and Outdoor Play Areas – ensure a safe and clean environment for campers, as well as employees
- The Front Desk Reception Area - ensure the proper functioning of all day camp and boarding operations, including reservations and nightly closeout functions. Follow all CBW policies and procedures
- Retail Area – ensure maintenance of lobby area and assist with inventory
- Financial responsibility for overall camp budget (supplies, personnel etc.)
- Laundry & Food Prep Area – insure maintenance of a clean and safe environment
- Break Room & Rest Room Area – ensure maintenance of a clean and safe environment
- Supplies – monitor and ensure adequate supply levels

### **Other Duties:**

- Maintain interior and exterior of the property and all related issues
- Consult with the Owner on other events and action items
- Involved in internal and external marketing of CBW (i.e. off-site events, brochure/post card/letter design and printed content)

### **Create and Instill “The Camp Bow Wow” Experience**

- “Doggy Interviews” - ensure the proper interview process for socially acceptable behavior in order to create a fun and safe experience for our Campers as well as our Camp Counselors
- Monitor vaccination records with each reservation and check-in and use reminder card
- Ensure boarding cards are filled in correctly with all pertinent information

- Ensure quality customer service – troubleshoot and problem-solve with a customer friendly attitude
- Follow through with all emergency procedures and insure Camp Counselors are trained in such
- Promote the “Premiere Experience”. We provide spacious indoor/outdoor play areas and roomy cabins with cozy cots.
- Ensure that all the Camp Counselors provide the care and attention at a level that rivals any service in the industry!

### Essential Skills

- Extremely organized with high attention to detail
- Multi-tasker
- Highly motivated and enthusiastic about your work
- Passionate about great customer service and high-quality pet care
- Time Management and project management skills are critical
- Excellent verbal and written communication skills
- Experience with Customer Relationship Management (CRM) software

### Qualities

- Intelligent decision making skills to mitigate any risk we can avoid with the dogs, staff or customers. TOP LEVEL custom service. The manager can and often will be the face of the company. Yes, dogs are the customers who consume our services, but it's the people who make the decision to bring their dogs to us and pay the bill. Manager must be very comfortable talking to people face to face and over the phone with the ability to provide a reasonable solution to a problem or to help convert a lead into a paid customer. (get the appointment booked). Manager is expected to present themselves in a professional and courteous manner to all customers and potential customers.

### Requirements

- LOVE of Dogs & People!
- Excellent Customer Service
- Ability to Sell Services
- 2 years of management and sales/marketing experience
- Must have a high school diploma or equivalent, Bachelor’s degree preferred
- Must be authorized to work in the United States
- Must have reliable transportation
- Must have a valid driver's license

- Submit to a background check and drug test

### **Reporting**

- Owner

### **Compensation**

- Based on experience

### **Availability**

Full time, exempt position. Must be able to work a flexible schedule - Camps are open 7 days/week, so weekends and holidays are possibly required but time off is permitted with advance notice. Available 6:00 am to 7:30pm any day of the week. Attendance at evening and weekend events may be required occasionally. Business travel may be required occasionally.

### **Equal Opportunity Employer**

*Black Dog Management, LLC* is an Equal Opportunity Employer (EOE). Qualified applicants are considered for employment without regard to age, race, color, religion, sex, national origin, sexual orientation, disability, or veteran status. If you need assistance or an accommodation during the application process because of a disability, it is available upon request. The company is pleased to provide such assistance, and no applicant will be penalized as a result of such a request.