



CITY OF
TRAVERSE CITY



HICKORY HILLS MANAGER

CITY OF TRAVERSE CITY, MICHIGAN





Hickory Hills Manager

LEAD | INNOVATE | ENGAGE

The Hickory Hills Manager is a pivotal leader responsible for shaping and executing the year-round vision of the Hickory Hills Recreation Area. This role oversees all aspects of operations, including winter sports, summer programming, facility rentals, events, maintenance, and staff leadership, while advancing the goals of the Hickory Hills Multi-Season Recreation Master Plan. Reporting directly to the Parks and Recreation Director, the Manager is charged with not only sustaining daily operations but also enhancing and evolving Hickory Hills as a premier, multi-use recreation destination for the future.

As the steward of this vibrant community asset, the Manager ensures a safe, welcoming, and dynamic experience for all users. Responsibilities include managing budgets and capital improvements, coordinating and collaborating with partner organizations, and maintaining accurate operational and usage records. Strong organizational, leadership and communication skills as well as a passion for ski area management are essential to inspire staff, engage the community, and sustain a facility that serves generations to come.

Consistent with departmental responsibilities, this position demands a high level of flexibility and dedication, including availability during evenings, weekends, holidays, and on a 24/7 basis to respond to emergencies.

This position is the staff liaison for the Hickory Hills Advisory Committee, recognizing and utilizing the group as a valuable collaborative partner in shaping the direction, programs, and priorities of Hickory Hills.

Why Traverse City

WE SERVE | COMMUNITY ORIENTED | SERVICE TO THE HIGHEST STANDARD



Traverse City, Michigan offers an exceptional opportunity for an experienced recreation professional seeking both professional impact and quality of life. Situated along the shores of Grand Traverse Bay on Lake Michigan, Traverse City serves as the regional hub of Northern Michigan while maintaining a strong small-city identity.

The City has a year-round population of approximately 16,000, with extraordinary seasonal population fluctuations that create a dynamic and evolving recreation environment. This blend of community-based programming and destination-driven demand provides a compelling leadership opportunity for a Hickory Hills Manager ready to guide a premier multi-season recreation area through growth, enhanced activation, and year-round programming expansion.

GOVERNANCE & ORGANIZATIONAL CULTURE

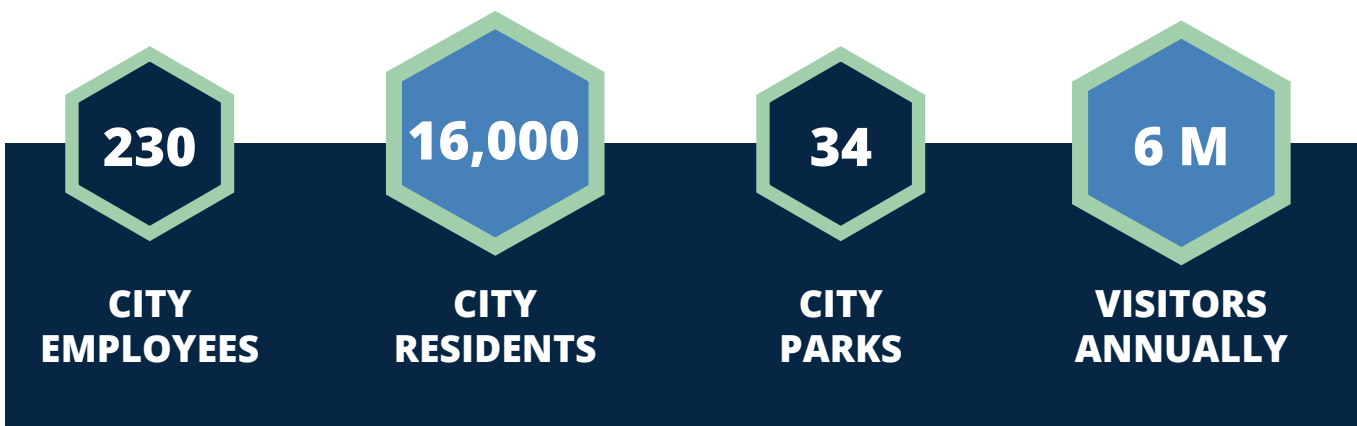
The City operates under a collaborative governance model, with strong engagement among elected officials, executive leadership, labor partners, and the community. The Hickory Hills Manager will report to the Parks and Recreation Director and serve as the staff liaison to the Hickory Hills Advisory Committee.

QUALITY OF LIFE

Traverse City is widely recognized for its outstanding quality of life, featuring:

- Four-season outdoor recreation
- A vibrant downtown and waterfront
- Strong schools, healthcare, and community services
- An engaged and supportive community

This position offers a rare opportunity to lead a beloved recreational haven for the Traverse City community.



The Ideal Candidate

The City of Traverse City is seeking a values-driven, adaptable leader to serve as its next Hickory Hills Manager—someone who leads with clarity, accountability, and a strong commitment to community recreation. The ideal candidate is an experienced operations professional capable of guiding a dynamic, multi-season recreation facility through continued growth and evolution, while aligning day-to-day operations with the City's broader goals for parks, recreation, and community engagement. This leader is approachable, transparent, and decisive, with the ability to balance operational demands with long-term planning and follow through with accountability.

The successful candidate demonstrates a strong commitment to team development and operational excellence, with a focus on safety, customer service, and workforce readiness. They communicate openly and effectively with staff, partners, and the public, and are confident navigating complex, fast-paced environments that shift with the seasons. This leader fosters a culture of accountability through clear expectations, consistent follow-through, and strong organizational systems, while maintaining sound judgment and composure under pressure.

The ideal Hickory Hills Manager thinks strategically while remaining hands-on, leading operations in alignment with the Hickory Hills Multi-Season Recreation Master Plan and departmental priorities. They value strong partnerships with user groups, community organizations, and internal departments, and understand the importance of clear, consistent public communication. This individual embraces a collaborative, service-oriented approach, ensuring Hickory Hills remains a welcoming, high-quality experience for all users.

Experience managing multi-use recreational facilities, ski area operations, or similar environments is highly valued, particularly in communities with seasonal variability and diverse user needs. The successful candidate is engaged, solutions-oriented, and passionate about public recreation, with a demonstrated ability to lead teams, manage complexity, and enhance a community asset that serves residents and visitors year-round.



HICKORY HILLS FACTS

- 125 Acre Property
- 16 Ski Runs: Six rope tows, one conveyor lift
- 6 KM of Nordic trails: Homologation certification in 2023
- Ski Equipment Rentals: Snowboarding, alpine, and Nordic skiing
- One Cafe: Concession operations during winter season
- 1 Disc Golf Course with Two 18 Hole Layouts: Intermediate and advances
- Miles of Hiking trails
- Event Rentals at the Lodge: Contracted Event Manager
- Summer Day Camp Operations: Managed by the Grand Traverse Conservation District



KEY RESPONSIBILITIES

Operations Leadership

- Oversee year-round operations including winter sports and summer programming
- Manage lodge operations, rentals, retail, and food service
- Ensure safe, efficient, and high-quality user experiences
- Program & Event Development
- Expand recreation and event offerings
- Support facility rentals, weddings, and community events, leveraging and overseeing the contracted events management team
- Activate Hickory Hills as a year-round destination



Team & Culture

- Lead, train, and inspire seasonal and full-time staff
- Foster a culture of safety, service, and community
- Partnerships & Community Engagement
- Collaborate with user groups, schools, and organizations
- Serve as staff liaison to the Advisory Committee
- Build strong relationships across stakeholders



Strategic & Financial Oversight

- Manage budgets, capital improvements, and asset planning
- Maintain operational data and reporting
- Represent the department in local, state, and national fire service organizations



Qualifications

EDUCATION, TRAINING, & EXPERIENCE

- Associate's degree or equivalent technical training in Ski Area Management, Parks & Recreation, or a related field. Bachelor's degree preferred.
- Five (5) years of relevant experience in Ski Area Management, Parks & Recreation, or a related field.
- Familiarity with snowmaking, snow grooming, rope tows, rentals, retail, and food and beverage operations.

KNOWLEDGE

- Thorough knowledge of the practices, methods, technology, and equipment used in Ski Hill Operations and Maintenance and related hospitality business functions.
- Considerable knowledge of the safety issues, regulations and procedures used in Ski Area Operations.
- Knowledge of principles and practices of asset management, including inventory control, lifecycle planning, preventative maintenance, and capital replacement strategies.
- Understanding of budgeting and financial forecasting related to an enterprise fund and asset maintenance and replacement.
- Knowledge of and/or ability to use Microsoft Office: Word, Excel. Google Suite: Email, Calendar, Hangouts, Meet, BS&A Modules, and White Peaks software.

SKILLS & ABILITIES

- Ability to develop and maintain positive relationships with key stakeholders and user groups, including City administrators, elected officials, community organizations, advisory committees, partner agencies, and the public.
- Ability to apply effective communication, collaboration, and conflict resolution strategies to foster trust, engagement, and long-term partnerships.
- Strong organizational skills and self-initiative, with the ability to rapidly shift focus/multi-task.
- Ability to detect errors, determine causes and make corrections while maintaining composure under pressure.
- Ability to analyze information, apply logic, and interpretation skills to make decisions in accordance with established policies and procedures.
- Ability to critically assess situations and solve problems, and to work effectively under stress, within deadlines, and changes in work priorities.
- Ability to effectively lead and motivate others and train, supervise, and evaluate their work.
- Ability to prepare comprehensive and accurate reports, develop standard operating procedures, and maintain a comprehensive records retention system.
- Represent the Department/City in a positive, courteous, professional and friendly manner with all internal and external customers at all times.
- Possess excellent verbal and written communication skills including English, spelling and grammar and making presentations in public forums.
- Ability to interpret and translate facts and information to provide explanations to public inquiries regarding policies and procedures and to recommend appropriate or alternative courses of action.
- Ability to consistently demonstrate sound ethics, good judgment and confidentiality of information.



WORK ENVIRONMENT

The employee frequently works outdoors in all weather conditions and is exposed to seasonal temperature extremes. Occasional exposure to moving mechanical parts, wet and humid environments, fumes or airborne particles, toxic or caustic chemicals, vibration, and risk of electrical shock may occur. The noise level can range from quiet to very loud depending on the activity and location. The employee also works in an office setting, performing administrative and planning tasks in a typical indoor environment. Irregular hours, including nights, weekends, and holidays, are required depending on the season and scheduled events.

PHYSICAL REQUIREMENTS

In the performance of job duties, the employee is required to use a computer for extended periods, travel to various locations, communicate verbally, and hear clearly. The position regularly demands strong written and oral communication skills; the ability to observe and interpret situations; analyze and solve complex problems; develop, read, and interpret data, information, and documents; and manage multiple tasks under changing priorities and tight deadlines. The role also requires frequent interaction with public officials, staff, partner organizations, and members of the public.

The employee is frequently required to stand, walk, use hands to finger, handle or feel objects, and reach with hands and arms. Occasionally, the employee must stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move items of light to moderate weight, with the ability to lift and/or move up to 50 pounds regularly and occasionally up to 100 pounds. Specific vision abilities include close vision, distance vision, color vision, depth perception, and the ability to adjust focus.

LICENSING AND OTHER REQUIREMENTS

- A valid Michigan driver's license is required.
- Must reside and maintain principal residence within 30 miles of the nearest city limit, within twelve months of hire.
- High level of flexibility and dedication, including availability during evenings, weekends, holidays, and on a 24/7 basis to respond to emergencies, based on seasonal demands and scheduled events.

Compensation & Benefits

The City of Traverse City offers a competitive executive compensation and benefits package, designed to attract highly qualified candidates on a national level.

Salary Range: \$71,776 – \$94,515, commensurate with qualifications and experience

COMPREHENSIVE BENEFITS PACKAGES

- Comprehensive benefits package, including health, dental, vision, MERS Retirement Pension, and paid leave, 457(b) with generous employer match, and retirement health care savings plan
- Executive leadership support and onboarding

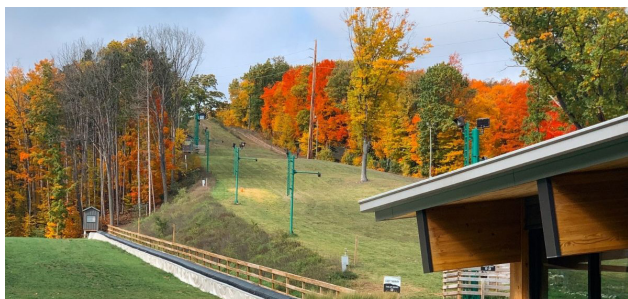
The Application Process

To be considered, candidates must submit a resume, cover letter, and completed application.

Application can be found at:

traversecitymi.gov/jobs/

Position is open until filled, but candidate materials will be reviewed as they are received.



MAILING ADDRESS

City of Traverse City
Human Resources Office
400 Boardman Avenue
Traverse City, MI 49684

EMAIL

jobs@traversecitymi.gov

The City of Traverse City is an Equal Employment Opportunity and Affirmative Action Employer. Employment decisions are made without regard to race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, marital status, citizenship, national origin, genetic information, or any other protected status.