



General Manager – Greenhorn Ranch

Location: Quincy, California

Position Type: Full-Time, Exempt

Reports To: Managing Partner and other partners as required

Position Summary

Greenhorn Ranch is a premier 28-room, all-inclusive Western guest ranch located in the Sierra Nevada of Northern California. Our guests come to disconnect from everyday life and reconnect with family, nature, and authentic Western hospitality.

The General Manager is responsible for leading every aspect of the ranch operation while delivering an exceptional guest experience and strong financial performance. This is a hands-on leadership role requiring equal parts hospitality executive, team leader, and entrepreneur.

Direct reports include but are not limited to: Operations Manager, F&B Manager, Maintenance Manager, Head Wrangler, Activities Manager, Front Desk Manager.

The ideal candidate thrives in a dynamic environment where no two days are the same. They are comfortable walking the property, greeting guests, solving problems, mentoring employees, reviewing financials, interacting with partnership group and ensuring every detail reflects excellence.

Oversight Includes:

- Front Desk
- Housekeeping
- Culinary, Beverage & Saloon
- Ranch Activities
- Equine Program
- Maintenance, Grounds and Physical Plant
- Events
- Gift Shop
- Sales, Marketing, PR & association involvement
- Administration

Core Responsibilities

Guest Experience

The General Manager is ultimately responsible for creating memorable guest experiences and maintaining Greenhorn Ranch's reputation as one of California's premier guest ranches.

Responsibilities:

- Personally, interacting with guests daily
- Ensuring every guest feels welcomed and appreciated
- Monitoring guest satisfaction throughout each stay
- Handling VIP guests and special requests
- Resolving guest concerns immediately
- Maintaining exceptional online reviews
- Creating a culture where every employee prioritizes guest satisfaction
- Continuously improving the all-inclusive experience

2. Leadership & Team Development

Lead, inspire, and develop a high performing team.

Responsibilities:

- Hire, train, coach, and mentor department managers
- Build accountability throughout the organization
- Conduct regular leadership meetings
- Establish service standards & schedules
- Conduct performance reviews and
- Foster a positive, respectful workplace culture
- Manage staffing levels and labor costs
- Build future leaders within the organization

3. Ranch Operations

Oversee the day-to-day operation of the entire property.

Responsibilities:

- Guest accommodations

- Maintenance, repairs and construction projects
 - F&B operations
 - Activity operations
 - Special events
 - Housekeeping
 - Physical Plant, vehicles & equipment
 - Land, licenses, registrations & permits
 - Safety, security & insurance compliance
 - Vendor, contractor management & compliance
 - Human Resources
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4. Food & Beverage Leadership

Oversee all food and beverage operations.

Responsibilities:

- Food & Beverage service programs, for quality & consistency
 - Food & Beverage cost controls
 - Inventory management & loss prevention
 - Health department compliance
 - Banquets and private events
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5. Financial Management

Operate the ranch like a business owner.

Responsibilities:

- Annual budgeting
- Monthly forecasting
- P&L accountability
- Cash flow management
- Revenue optimization
- Expense management
- Payroll oversight
- Purchasing controls
- Capital planning
- Financial reporting

Key Metrics:

- Revenue
 - Occupancy
 - ADR (Average Daily Rate)
 - RevPAR
 - Guest spending
 - Labor percentage
 - Food & Beverage cost
 - Maintenance expenses
 - EBITDA
 - Net operating income
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6. Sales & Revenue Growth

Maximize revenue.

Responsibilities:

- Increase occupancy year-round
 - Develop corporate business
 - Expand wedding revenue
 - Increase repeat guest business
 - Increase ancillary revenue
 - Improve yield management
 - Optimize sales & promotion pricing strategy
 - Develop travel partnerships
 - Identify new revenue opportunities
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7. Property Management

Maintain Greenhorn Ranch to the highest standards. The property should always feel polished, authentic, and meticulously maintained.

Responsibilities:

- Buildings, trailers, barn, Tac room, pens, arena & guest rooms maintenance
- Employee housing & grounds
- Landscaping, trails, fencing, pastures, Tac roads & activity areas
- Trails
- Pool
- Utilities & Internet
- Capital improvements

8. Safety & Risk Management

Ensure the safety of guests, employees, and animals.

Responsibilities:

- OSHA compliance
- Emergency procedures
- Horse safety
- Fire prevention
- Food & Alcohol safety and compliance
- Insurance renewals, compliance & tracking
- Incident reporting
- Staff safety training

9. Activity Operations

Coordinate a world-class outdoor recreation program. Ensure activities are safe, well-staffed, professional, fun and cost effective.

Programs include but not limited to:

- Horseback riding
- Fly fishing
- Skeet shooting
- Archery
- Electric mountain biking
- Hiking
- Seasonal activities
- Children's programming
- Family events

10. Culture

Build an authentic western functioning team culture centered around:

- Hospitality
- Accountability
- Ownership mentality
- Continuous improvement

- Respect
 - Professionalism
 - Fun
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Qualifications

Required:

- 5+ years of senior hospitality leadership experience
- General Manager experience at a resort, luxury hotel, guest ranch, lodge, or destination property
- Strong financial management skills
- Proven ability to lead teams
- Food & Beverage leadership experience
- Excellent communication skills
- Strong organizational abilities
- Valid driver's license

Preferred:

- Luxury resort experience
 - Guest ranch experience
 - Outdoor recreation experience
 - Wedding and event experience
 - All-inclusive resort or cruise experience
 - Multi-department management experience
 - Experience managing seasonal workforces
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Leadership Traits

The successful candidate will demonstrate:

- High emotional intelligence
- Mature
- Strong work ethic
- Integrity
- Calm under pressure
- Positive attitude
- Excellent judgment
- Decisiveness
- Humility
- Attention to detail

- Hands-on leadership style
 - FUN
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Performance Expectations

Within the first 90 days:

- Build strong relationships with staff
- Learn internal processes per department
- Understand financial drivers & reporting systems
- Ability to access and navigate booking engine, payroll software and Quickbooks
- Evaluate operational processes
- Understand performance metrics
- Evaluate and suggest Improved guest experience opportunities

Within the first full season:

- Increase guest satisfaction
 - Improve profitability through ADR, cost reductions & increased occupancy
 - Strengthen company culture
 - Build leadership bench strength
 - Improve operational consistency
 - Enhance the Greenhorn Ranch brand
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Compensation

Competitive compensation commensurate with experience and may include:

- Base salary + Incentive
 - Potential flexible seasonal schedule (potential for 1-3 winter months off per year)
 - Annual performance bonus
 - Housing or allowance potential (if applicable)
 - Health Benefits Compensation
 - Paid PTO
 - Professional development opportunities
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Ideal Candidate Profile

This is not a traditional hotel General Manager position. We are seeking a hospitality leader who embraces the lifestyle of a destination guest ranch and is passionate about creating unforgettable experiences.

The ideal candidate is equally comfortable reviewing financial statements, mentoring department heads, greeting guests at breakfast, helping coordinate activities, resolving operational issues, and representing Greenhorn Ranch in the local community. They lead by example, set high standards, and treat the ranch as if it were their own business.

Ownership Philosophy: We are looking for a General Manager who thinks and acts like an owner. Success will be measured not only by financial performance, but by the experiences we create the culture we build, the people we develop, as well as the long-term reputation of Greenhorn Ranch. This role requires someone who is visible, engaged, and passionate about hospitality, with the judgment to make decisions independently and the humility to continually improve.