



Sienna Ranch

3232 Deer Hill Road
Lafayette, CA 94549
www.siennaranch.net
(925) 283-6311

Job Posting Full-Time Business Ops Manager

ORGANIZATION

[Sienna Ranch](http://www.siennaranch.net) provides immersive nature programming, farm education and compelling outdoor experiences for youth pre-K to teens. Our program offerings include woodshop, natural building, archery, horseback riding, gardening, science, pottery, survival skills, homesteading skills, naturalist skills and much more. Sienna Ranch is situated on a 21-acre family-owned ranch in Lafayette, CA.

POSITION SUMMARY

The Business Ops Manager plays a pivotal role in the daily operations, profoundly influencing the success of every facet of our programming. With a strong emphasis on sales/revenue generation and customer service, this integral administrative position is responsible for managing the first impressions of Sienna Ranch to families, partners, and community members. Through welcoming and inclusive front office protocols, online presence, and communications strategies, the Business Ops Manager ensures a positive and engaging experience for all stakeholders.

A primary focus of the role lies in spearheading marketing initiatives, sales endeavors, and registration processes. The Business Ops Manager collaborates closely with parents/guardians, providing support throughout the registration journey and ensuring comprehension of our programs and services. Reporting directly to the Executive Director, this role offers an exciting opportunity to make a significant impact on Sienna Ranch's continued success and expansion.

SCHEDULE SUMMARY

Non-exempt. Permanent. Full-time. Year-round.

ESSENTIAL JOB FUNCTIONS

Sales and Registration Management (45%):

- Manage the sales and registration process for all classes and programs offered at Sienna Ranch.
- Assist parents/guardians in registering for classes and understanding the ranch's policies.
- Ensure timely and accurate processing of registrations and payments through the ACTIVE Network System.
- Manage class logistics (rosters, pick up drop off) to ensure that instructors have all necessary student information

Office Management (30%):

- Serve as the primary point of contact for families, partners, and community members.
- Implement welcoming and inclusive front office protocols and procedures.
- Provide excellent customer service through phone communication, email correspondence, and in-person interactions.
- Support Executive Director in the administration of health and dental insurance benefits for full-time staff.
- Manage Google Calendar for scheduling appointments and events for all ranch activities.
- Manage general office operations (supply ordering, mail, inventory)
- Manage Business Manager budget including Ranch Store, Office Supplies, Advertising, etc.
- Process payments and manage accounts payable in collaboration with accounting department
- Provide timely program support to instructors and students, administering basic first aid if needed, providing behavioral support, sharing communication between parent/guardians and staff and supervising late pickups.

Business Development (15%):

- Support Executive Director in management of external peer-to-peer, municipal, 3rd party business partnerships
- Maintain close relationships with affiliated charter schools, and on-site neighbors (e.g., ILM Tree).
- Act as a front facing representative and liaison between Sienna Ranch and external stakeholders.
- Serve as a member of the DEI Council and contribute to efforts to maintain an equitable, inclusive, and diverse program through improvement and implementation initiatives to promote diversity and inclusion.

Marketing and Communications (10%):

- Develop and execute marketing strategies to promote Sienna Ranch's programs and activities.
- Maintain the ranch's online presence through website updates, social media management, and email newsletters.
- Create and distribute promotional materials such as flyers, brochures, and advertisements.
- Collaborate with the Executive Director and other staff members to create compelling marketing content.

REQUIREMENTS

- Bachelor's degree in business administration, marketing, communications, or a related field and a minimum of 3 years experience in front-facing sales and customer service position.
- Proven experience in sales, revenue generation, and customer service, preferably in an educational or nonprofit setting.
- Strong interpersonal skills and the ability to effectively communicate with diverse stakeholders, including families, partners, and community members.
- Proficiency in digital marketing strategies and tools, including social media management, email campaigns, and basic graphic and website maintenance.
- Demonstrated ability to manage front office operations, including implementing welcoming and inclusive protocols and procedures.
- Experience with registration processes and managing databases or CRM systems.
- Exceptional organizational skills and attention to detail, with the ability to manage multiple tasks and deadlines independently with minimal supervision.
- Commitment to diversity, equity, and inclusion, with a willingness to actively contribute to initiatives aimed at maintaining an equitable and inclusive program environment.
- Collaborative mindset and the ability to work effectively as part of a dynamic team.
- Alignment with the mission and values of Sienna Ranch, with a passion for outdoor education and community engagement.
- Current First Aid and CPR for Adult and Child certifications, and clear TB test results (or ability to acquire before first day or work), and ability to pass FBI/DOJ background check for working with children
- Certificate of completion for California Child Abuse Mandated Reporter Training

COMPENSATION

- Exempt Salaried Position: \$72,000 per year
- Kaiser HMO Medical (55% premium coverage) and SunLife Dental HMO Coverage (50% premium coverage) after 3 months of employment (full time)
- Employer-Matching 401(k) available after one year of employment (full-time)

APPLICATION

Email cover letter, resume, and answers to the application questions below to Bridgett McGrath ops@siennaranch.net. Please make sure to include your name, phone number and email address. Applications will be considered as they are received in order to fill this position as quickly as possible.

Application Questions:

Please reflect on and respond to the following questions:

1. How did you hear about this position?
2. What motivates you most to work as the Business Manager at Sienna Ranch?
3. SCENARIO: You are helping a parent answer questions about the programs and they are being persistent about wanting to join today in a class that is already full. How would you go about helping this parent?
4. Please list at least one question you have for us about Sienna Ranch, or the Business Manager position.

Sienna Ranch is dedicated to building a culturally diverse and pluralistic team committed to teaching and working in a multicultural environment. We strongly encourage applications from people of color and other groups traditionally underrepresented in outdoor education.

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, age, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.