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Operations Director

Overview

At Surf Camp Inc., we are on a mission to inspire sustainability, both for the planet and for the people who engage with our programs. Do you thrive in a dynamic, mission-driven environment? Are you a leader committed to growth and innovation? We're looking for an Operations Director to lead our multi-division company, including WB Surf Camp, Sea Turtle Camp, Carolina Surf School, and Cape Fear Paddleboarding.

With over 20 years of experience providing top-tier camps for kids, teens, and adults globally, our programs blend expert surf instruction with marine science education. We are seeking a forward-thinking leader with an entrepreneurial mindset and the drive to solidify and expand our position as an industry leader through innovative program development, efficiency improvements, and strong team leadership.

As Operations Director, you will lead a dedicated team of 10+ year-round administrative staff and 75+ seasonal staff. Ideal candidates will have substantial experience in overnight camp management, business operations, and team leadership. We are located in beautiful Wilmington, North Carolina. A positive, growth-oriented attitude and a passion for fun are essential in our work environment.

Key Skills & Traits

Minimum Qualifications

- ❖ Bachelor's degree (required); Master's degree or MBA (preferred)
- ❖ 5+ years of experience in managing large-scale, overnight summer camps or equivalent high-impact programs
- ❖ Proven track record of building and growing revenue streams through new program development and innovation
- ❖ Demonstrated expertise in hiring, managing, and leading teams
- ❖ Exceptional communication skills, both written and verbal
- ❖ Technologically adept, with experience in leveraging software for operations and communication
- ❖ Ability to lift and carry items up to 40 pounds
- ❖ Surfing experience is not required

Desired Skills

- ❖ Strong business and financial acumen, with an ability to develop and execute strategic plans
- ❖ Experience managing a diverse team of 10+ year-round and 75+ seasonal staff
- ❖ Superior customer service skills and ability to engage effectively with parents, campers, and staff
- ❖ Ability to thrive in fast-paced, high-stress environments, maintaining focus and composure
- ❖ Excellent problem-solving, critical thinking, and decision-making abilities

- ❖ High attention to detail and superior organizational skills
- ❖ Charismatic and professional presence with a positive, solution-oriented attitude
- ❖ Skilled negotiator with the ability to build strong, collaborative partnerships
- ❖ Passionate about teamwork, mentorship, and motivating others to achieve their best

Principal Responsibilities

Leadership & Strategy

- ❖ Oversee and guide all divisions of Surf Camp Inc. to ensure alignment with our mission, vision, and values
- ❖ Lead the development and execution of new ideas, programs, and initiatives from concept to successful implementation
- ❖ Provide strategic direction and support to key staff in program development, planning, sales, marketing, and delivery
- ❖ Collaborate with senior leadership to create and execute a comprehensive growth strategy
- ❖ Analyze and optimize operational processes, identifying opportunities for improvement and greater efficiency
- ❖ Foster a culture of innovation, excellence, and accountability across all departments

Program Development & Financial Management

- ❖ Supervise and support the development of new curriculum and program offerings across all divisions
- ❖ Establish and maintain a detailed sales and growth strategy to drive revenue and program success
- ❖ Oversee budgeting and financial management for all programs, ensuring cost-effective decision-making
- ❖ Approve major expenditures and ensure proper vendor negotiation for equipment, supplies, and services
- ❖ Analyze financial data, making adjustments to optimize efficiency, profitability, and resource allocation

Personnel & Staff Management

- ❖ Lead the recruitment, hiring, and onboarding processes for year-round and seasonal staff
- ❖ Ensure compliance with company policies and best practices for team management and performance
- ❖ Support and mentor staff, maintaining engagement, development, and high retention rates
- ❖ Foster a positive work environment with clear communication, professional development opportunities, and team-building initiatives
- ❖ Be on-call (24/7) during camp operations to handle any urgent issues that arise

Customer & Community Engagement

- ❖ Cultivate strong relationships with clients, partners, and key stakeholders, ensuring excellent customer satisfaction and long-term loyalty
- ❖ Work closely with the marketing and customer service teams to develop compelling communications and promotional materials
- ❖ Maintain relationships with off-season staff to improve employee retention and morale
- ❖ Represent Surf Camp Inc. at key community and industry events, enhancing our brand presence and reputation

Compensation

The salary for this position is competitive and commensurate with experience and education.

Additional benefits include:

- ❖ \$225 per month towards health insurance
- ❖ Paid Time Off (PTO) accrual: 6.67 hours/month, totaling 80 hours of annual PTO

- ❖ Paid holidays: Labor Day, Thanksgiving (and the following Friday), Christmas Eve, Christmas Day, and New Year's Day
- ❖ Complimentary surf and SUP board instruction/rentals
- ❖ Discounts on gear and apparel
- ❖ Flex time to enjoy personal activities, including surfing or other hobbies
- ❖ End-of-year performance bonuses

About Surf Camp Inc

Surf Camp Inc. is a leader in the rapidly growing industry of learn-to-surf adventure camps and marine-biology-based programs. We are committed to providing top-tier education and safety while developing a deep connection with the ocean. Our core values—"Safety, Fun, and Learning"—guide everything we do. Our mission is to cultivate a love and respect for the ocean by building confidence, developing character, and inspiring excitement through safety, fun, and learning.

If you are a visionary leader with a passion for sustainability, education, and the ocean, we want you to join our team and help take Surf Camp Inc. to the next level!