



VISTA VERDE RANCH

Vacancy Announcement

CJJ Family Holdings Inc. dba Vista Verde Guest Ranch

Position: Director of Sales and Hospitality

Overview: Vista Verde Guest Ranch will be seeking to fill the Director of Sales & Hospitality position that will start ASAP to train under the current DOSH retiring Spring 2026.

Description: The ideal candidate will model servant leadership, professional presentation, and a passion for guest ranching. This individual will be responsible for the guest experience, communicate details to the staff from the time of guest booking through departure, optimize sales growth and retention, and handle the reservation management system. This position is in-person, flexibility with schedule for some evening and weekend coverage, and supervises the front desk staff and the head housekeeper. This position reports to the General Manager.

Responsibilities:

- Lead, supervise, and train the front office team (Front Desk Manager, Guest Experience Coordinator, Front Desk Associate(s)).
- Monitor the voice/message of the ranch and uphold the ranch mission.
- Set sales and strategy for rates, specials, groups, and discounts.
- Point person for functionality of PMS, retail and other support systems.
- Manage outfitter relationships.
- Oversee the vision and creation of guest programming.
- Work closely with the marketing team to optimize sales.
- Advocate for the guest experience.
- Provide quality control and inspections for guest accommodations.
- Field inquiries from current and possible guests.
- Answer phone calls and emails.
- Check in and check out guests and serve in-person guest needs.
- Other front desk duties in the operation.

Required Skills:

- Minimum 2-year guest ranch experience
- High School Graduate/GED equivalency
- Valid driver's license
- 21 years or older (insurance requires that all VVR drivers are at least 21)
- Ability to work in a standing position for 8-10 hours per day
- Ability to lift 50lbs overhead
- High EQ and people skills
- Highly proficient in Microsoft Office Suite and Google Documents
- Strong written and verbal communication skills
- Leadership, and a passion for teaching and learning

Preferred Skills:

- Bachelor's Degree or higher
- 2+ year experience in Property Management Software and Point of Sale Systems
- 1+ years in leadership, management position

If you would like to be considered for this position, please contact Jason or Mette (jobs@vistaverde.com).