

The Sitka Maritime Heritage Society is looking to hire a Manager for our Historical Walking Tour Business

The SMHS is looking for someone ambitious to build our historical walking tour business into a vibrant highlight of Sitka's sustainable visitor economy and a sustaining source of income for the nonprofit Sitka Maritime Heritage Society.

All terms are flexible to make this a good deal for you and for the SMHS.

The Sitka Maritime Heritage Society is a 501(c)(3) nonprofit with a mission to preserve and share Sitka's rich maritime heritage, especially with youth. Our focus is hands-on, place-based education. Our main project is the restoration of the WWII Japonski Island Boathouse as a year-round maritime heritage center and eventually boat haulout and kayak float.

The tours last 1 ½ hours, and are ready to go. These Sitka history walking tours share a deep and engaging story of Sitka's history and how it shapes what you see now. They have been very well received, by locals and visitors.

We have a booking site set up (Rezgo), linked to a page on our website sitkamaritime.org.

As an incentive to grow this business, the Manager will get a bonus (\$5) for every walking tour guest.

The initial work to promote and set up will be with a **contract** to do the following, estimated to take approximately 40 hours. We are flexible and open to ideas and other strategies. The manager will communicate with and work with the SMHS Executive Director.

Promotion: Promote our tours to visitors through our website (sitkahistoricwalkingtours.com) and social media:

- SEO (Search Engine Optimization) of site to promote tours to visitors
- Schedule 20 weekly video/photo posts to website, Instagram, Facebook, Visit Sitka
- Any other ideas or strategies for people to find us

Recruit tour guides and **set up tour times** in our booking site:

- Recruit Tour Guides
- Schedule tours, load onto our booking site (Rezgo), adjust as needed during season
- Research ship schedules for best times/days for tours
- Set up an email address for communication with guests and guides
- Add guides to booking site

During the tour season (May-September) Manager would work hourly (\$30 - \$35+/hour) or by contract, **plus a bonus for each tour guest:**

- Manage guides or conduct tours directly, so that all tours are led
- Communicate with guests and guides

The Sitka Maritime Heritage Society will do the following:

- Set up booking site and provide the tour route and script (but we are open to improvements)
- Reach out to small cruise ships for custom tours
- Provide training materials, and help train guides
- Employment paperwork, pay guides, set up a timesheet system
- Create a rack card for distribution

Interested? Go to sitkamaritime.org for more about us. Email sitkamaritime@gmail.com or call (907) 738-7448 to inquire and learn how to submit full application.