

DIRECTOR OF OPERATIONS

Ruby Falls | Chattanooga, TN





Ruby Falls

Adventure Awaits

Ruby Falls is home to the tallest and deepest underground waterfall open to the public in the United States. Over half a million guests visit the thundering waterfall annually, located deep within Lookout Mountain in Chattanooga, Tennessee. Guided tours explore the cavern trails and ancient geological formations. Sweeping views of the Tennessee Valley are abundant, from historic Lookout Mountain Tower, Blue Heron Overlook, and the Ruby Falls Village Plaza. Committed to cave conservation and environmental sustainability, Ruby Falls is the first attraction in the United States to earn certification from Green Globe and is recognized as a leader in tourism sustainability.

Breathtaking Ruby Falls was accidentally discovered by Leo Lambert in 1928, deep within Lookout Mountain in Chattanooga, Tennessee. Leo named the waterfall and cave after his wife, Ruby, and opened the iconic Chattanooga attraction to the public in 1929. Today, Ruby Falls welcomes guests to Lookout Mountain from around the world to enjoy underground cave adventures, spectacular views of the Cumberland Plateau, soaring zip lines, and award-winning special events!

THINGS TO DO

Cave Adventures: Discover ancient geological wonders and the majestic waterfall hidden deep within Lookout Mountain on a guided Ruby Falls cave adventure. Choose a Cave Walk to the Waterfall, an after-hours Lantern Tour, or an early morning Gentle Walking Tour! The scenic journey to the waterfall begins with a glass-front elevator ride descending 260 feet into historic Lookout Mountain, followed by a guide-led walk along the cavern trail with up-close views of remarkable formations. The round-trip walk is just under 1 mile, and the year-round 60-degree cave temperature keeps guests comfortable.

Scenic Views: Scenic views are everywhere at Ruby Falls! Thanks to its prime Lookout Mountain location, sweeping views of the rolling Tennessee Valley, Cumberland Plateau, and meandering Tennessee River delight guests year-round.

Ruby Falls Castle: Built-in 1929 with limestone excavated from the Ruby Falls elevator shaft, the historic Lookout Mountain Tower offers unmatched views from its lower and upper decks. The mesmerizing, 360-degree panoramic view is truly exceptional and a favorite location for marriage proposals and photos.

High Point Zip Adventure: Get your adrenaline pumping at Ruby Falls High Point ZIP Adventure on Lookout Mountain! Take in breathtaking views as you soar through the treetops on fun ziplines and conquer the 40-foot climbing tower with multiple routes of varying difficulty.

Dining: Fuel your adventure at the Castle Cafe in historic Ruby Falls Castle. Enjoy a seasonal menu for breakfast, lunch, dinner, dessert, and lighter fare in the historic limestone castle built in 1929.

Shopping: Designed to encourage curiosity in caves and geology, the Village Gift Shop offers an extensive collection of curated keepsakes and gifts.

EVENTS

[Romance at Ruby:](#) Celebrate Valentine's Day with a romantic evening at Ruby Falls. This date night includes a special after-hours Lantern Tour, professional photo and gift. Hear tales of local legendary romances including the love story of Leo Lambert and his wife, Ruby, that led to the discovery of Ruby Falls.

[100 Million Steps in March:](#) We support the mission of the American Heart Association Go Red for Women in a big way by accepting the challenge to walk 100 million steps at Ruby Falls every March! Get active by walking the cavern trail and sign the event banner to show your participation in the 100 million step goal.

[Battle Below The Clouds:](#) Join us annually for Battle Below the Clouds, the friendliest amateur barbeque competition in the South! Returning for the 7th year, the competition benefits the Lana's Love Foundation. Amateur grillers and smokers compete for bragging rights as the best backyard cooks in the region.

[National Day of Caves and Karst:](#) Along with the National Caves Association, Ruby Falls celebrates National Day of Caves and Karst! Visit Ruby Falls during this annual event and take part in educational activities, meet special guests, and take home a complimentary keepsake. This special day celebrates the important role caves and karst play in our lives and environment.

[Dread Hollow:](#) The 18-year legacy of horror comes to life each year at Dread Hollow. The haunt and escape rooms feature meticulously detailed sets, petrifying storylines, unnerving illusions, and ominously interactive actors.

[Holidays at Ruby Falls:](#) Selected as a Top 20 Event by the Southeast Tourism Society each year since 2017! Discover the wonder of the holidays at Ruby Falls. Enjoy the view of twinkling city lights behind the 35-foot-tall Christmas tree on the Village Plaza.

[Ruby Falls Discovery Day:](#) Celebrate the 95th anniversary of the discovery of Ruby Falls! The first 95 guests to arrive at Ruby Falls will receive the original \$2 admission rate, a keepsake postcard, and discover some lesser-known facts and legends about the cavern as we commemorate the incredible journey of Leo Lambert.

ENVIRONMENTAL SUSTAINABILITY

Ruby Falls' mission to inspire extraordinary connections to nature through wonder and adventure is dependent not just on our ability to protect the precious resources of the Ruby Falls Cave but also the earth's resources for generations to come.

Ruby Falls is committed to inspiring extraordinary connections to nature by protecting and preserving the natural wonders of the cave for generations to come. Ruby Falls is the first attraction in the United States to earn Green Globe certification, the respected worldwide standard for sustainability. The attraction received the Governor's Environmental Stewardship Award for Excellence in Building Green and the Good Earth Keeping Award from TNHospitality. 2018 expansion earned Bronze LEED designation.

Water and energy conservation, electric vehicle charging stations, solar energy, reduction of emissions, LED lighting, recycling, natural habitat protection, food waste composting, sourcing sustainable business products, using environmentally sensitive building design and materials, plus a 16,000-gallon rainwater collection system for irrigation are just a few of the ways sustainability is at the core our business practices.



POSITION SUMMARY

The Director of Operations will encourage an engaged management team and be responsible for the effective and successful management of labor, productivity, quality control, and safety of the operation.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Oversee tours, parking services, admissions, High PointZip Adventure, facilities, and related managers.
- Review consumption and strive to minimize cost and increase conservation.
- Perform cost analysis and forecasting. Create and adhere to budgets.
- Develop and improve company policies to ensure a productive and safe working environment.
- Ensure the location meets all local and federal requirements and codes.
- Collaborate directly with senior leadership on the development of strategies to enhance the value and cost-effectiveness of all outcomes within the functional area of operation and participate in overall decision-making as a member of the senior management team.
- Increase management's effectiveness by recruiting, selecting, coaching, counseling, and developing managers, communicating values, strategies, and objectives. Assigning accountabilities, planning and monitoring job results, and developing incentives.
- Develop, review, update, and implement business strategic planning, including sales, financial performance, and new product development.
- Revise and/or formulate policies and promote their implementation.
- Manage relationships and contracts with external partners and vendors.
- Assist with product development and creative ways to maximize profitability.
- Interview and hire candidates for operational roles.
- Respond to customer feedback as needed.
- Manage disciplinary actions such as coaching, warning, and termination.
- Assure operational schedules are published, accurate, and within budget.
- Serve as a manager on duty for day-to-day operations and special events as needed.
- Work with the facilities team to help facilitate new projects and respond to critical operational needs.
- Project a positive image of the organization to team members, guests, industry, and community.
- Create and manage safety practices.

REQUIRED COMPETENCIES

- Communication.
- Business Acumen.
- Critical Evaluation.
- Relationship Management.
- Problem Solving/ Analysis.
- Project Management.
- Organizational Skills.
- Event Management.

WORK ENVIRONMENT

Work is regularly performed in a combination of office, cavern, and shop environments. Must be available to work weekends, holidays, and nights as needed.

EDUCATION & EXPERIENCE

- Bachelor's degree in business or related field.
- Minimum of seven years of progressive experience and five of which in a management role.
- Experience in contracts and procurement or directly related roles.
- Proven track record of implementing and improving contract policies and procedures.
- Strong decision-making/problem-solving and solution implementation.
- Exceptional verbal and written communication skills with both internal and external stakeholders.
- Intermediate to Advanced level Excel proficiency.
- Working knowledge of data analysis and performance/operation metrics.
- Proven ability to develop leadership and motivate a team.
- Develop financial budgets and analyze the cost/benefits of projects.
- Experience in a customer service-focused company is a plus.
- Knowledge of the industry's rules and guidelines.

PHYSICAL DEMANDS

- Frequent standing, walking, and sitting.
- Occasional bending, stooping, reaching, lifting, and carrying
- The ability to successfully navigate cavern and parking area trails and stairs.
- Mental alertness to achieve a high level of accuracy and manual dexterity to operate a computer and other office equipment.



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If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Donna Thornton.

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.