



JOB TITLE: General Manager – Mattel Wonder (Bellevue)

DIVISION: Property Operations
SUPERVISOR: VP, Operations

DEPARTMENT: Property GM
CLASSIFICATION: Exempt; Full-Time

American Resort Management, a full-service hospitality, and waterpark management company with over 100 years of combined experience is seeking an accomplished, enthusiastic, dynamic, and collaborative to serve as General Manager for Mattel Wonder Indoor Water Park-Bellevue.

At American Resort Management, we embrace an environment that emphasizes motivation empowerment, teamwork, fun, continuous improvement , and a passion for providing superior service.

JOB SUMMARY:

The General Manager is directly responsible for the overall successful operation and profitability of the entire property, including guest services, waterpark operations, food and beverage, retail, attractions, maintenance, safety and security, sales and marketing, revenue management, and all financial performance measures.

The General Manager is responsible for the overall employee and guest experience, team culture and strategic growth of the property while ensuring the consistent execution of Mattel brand standards and intellectual property requirements.

The GM serves as the primary operational liaison between the property, ownership, management company leadership, and Mattel brand representatives. This individual will lead all aspects of the business while ensuring that every guest experience authentically reflects the Mattel portfolio of brands and intellectual property.

ESSENTIAL JOB RESPONSIBILITIES AND FUNCTIONS

Leadership & Operations

- Develop and execute strategic and tactical business plans focused on profitability, guest satisfaction, operational excellence, and brand integrity.
- Achieve financial objectives established through annual budgets, ownership goals, and business planning processes.
- Lead all operational departments to ensure exceptional guest experiences and successful day-to-day operations.
- Establish quarterly goals and performance expectations for department leaders, including measurable action plans and implementation timelines.



- Maintain a highly visible presence throughout the property and foster an open-door leadership philosophy.
- Recruit, develop, mentor, and retain high-performing team members and department leaders.
- Evaluate management and staff performance regularly against established business objectives and guest service standards.
- Serve as Manager-on-Duty as required and maintain operational readiness during peak periods, holidays, and special events.

Financial Management

- Maintain full accountability for all revenue centers, expense control, labor management, forecasting, budgeting, and profitability.
- Analyze financial performance and develop action plans to maximize revenue while controlling costs.
- Prepare annual operating budgets, capital expenditure plans, monthly forecasts, and financial commentary.
- Ensure adherence to all accounting, purchasing, accounts payable, accounts receivable, and cash-handling procedures.
- Drive ancillary revenue opportunities through retail, food and beverage, group sales, special events, memberships, and sponsorship programs.

Guest Experience & Brand Standards

- Ensure delivery of an exceptional guest experience that aligns with Mattel's family-focused brand values and storytelling expectations.
- Maintain the highest standards of service, cleanliness, attraction quality, and operational consistency throughout the property.
- Monitor guest feedback, social media sentiment, and satisfaction metrics, implementing corrective measures when necessary.
- Collaborate closely with marketing and sales teams to develop programs that strengthen brand awareness, visitation, and guest loyalty.

Mattel Intellectual Property & Brand Governance

- Serve as the primary property representative and operational liaison with Mattel brand teams.



- Lead implementation, maintenance, and continuous improvement of all Mattel intellectual property (IP) standards across attractions, guest experiences, food and beverage concepts, retail programs, entertainment offerings, signage, theming, and marketing initiatives.
- Ensure all Mattel brand standards, operating procedures, visual guidelines, and intellectual property requirements are properly documented, maintained, and communicated throughout the organization.
- Be responsible for uploading, maintaining, organizing, and distributing all Mattel-approved standards, policies, operational directives, brand updates, design requirements, and approved creative assets within designated company platforms and systems.
- Coordinate regularly with Mattel representatives regarding brand implementation, operational compliance reviews, refresh initiatives, attraction enhancements, seasonal activations, new product introductions, and future development projects.
- Facilitate property readiness for Mattel brand audits, inspections, assessments, and compliance reviews.
- Lead cross-functional implementation of Mattel-directed changes, upgrades, and enhancements throughout the property.
- Maintain documentation and reporting systems that track compliance with all Mattel standards and operational requirements.

Safety & Compliance

- Ensure a safe environment for guests, team members, contractors, and vendors.
- Maintain compliance with all local, state, and federal regulations, including aquatic safety standards and health department requirements.
- Ensure all applicable certifications, training requirements, emergency procedures, and safety programs are actively maintained.
- Oversee risk management initiatives and emergency preparedness planning.
- Promote a culture of safety, accountability, and continuous improvement throughout the organization.

Community & Business Development

- Serve as an ambassador for Mattel Wonder Indoor Waterpark – Bellevue within the community.



- Establish and maintain relationships with community organizations, tourism partners, local businesses, schools, and civic leaders.
- Participate in community outreach activities and events that enhance the property's reputation and visibility.
- Support group sales, corporate partnerships, educational programs, and community engagement initiatives.

Communication & Executive Reporting

- Maintain proactive and professional communication with ownership, executive leadership, and Mattel representatives.
- Provide regular updates regarding operational performance, financial results, guest satisfaction, capital projects, and brand compliance initiatives.
- Perform other duties as assigned.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. These requirements listed herein are representative of the knowledge, skill, and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Consistent attendance is a job requirement.

EDUCATION:

Bachelor's degree in business or related degree required.

EXPERIENCE:

- Minimum of five (5) years of progressive leadership experience in hospitality, waterparks, attractions, resorts, family entertainment centers, or related industries, including at least three (3) years in a General Manager or senior operational leadership role preferred.
- Demonstrated success in revenue management, full P&L accountability, budgeting, labor management, and achieving strong business results.
- Proven track record of driving employee engagement, guest satisfaction, operational excellence, and financial performance.
- Experience working within a licensed intellectual property (IP) environment and collaborating with brand partners to implement and maintain brand standards is strongly preferred.

WORK ENVIRONMENT & EMERGENCY AWARENESS:



- The General Manager will operate in a park (on-site) environment that includes shift requirements each day, including being on-call as necessary. Must be able to work varied shifts that include weekends and holidays.
- Some flexibility required to accommodate meetings and property-level events outside standard business hours.
- Must follow all procedures and immediately report any incidents or injuries to the Director of Risk and Insurance at the property level and follow all pertinent protocols.

PHYSICAL DEMANDS:

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Ability to sit, stand, work at a computer and walk for extended periods of time.
- Ability to stand for long durations during events, manager on duty shifts, or park walks.
- Occasional lifting, carrying, pushing, or pulling up to 50 pounds.
- Must be able to travel domestically as needed.

Please note: This job description serves as a guide for new associates to understand their role and what is necessary to fulfill the responsibilities of this position. It is not a complete list of every task that may be required in this job role. Job tasks may change from time to time, with or without notice, at the discretion of ARM, LLC, and Ownership. *ARM, LLC provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training. Selection is based on the candidates whose background, qualifications, and any preferences requested from the hiring manager that most likely closely match the requirements for the job.*

I have read and understand the content contained in this job description and have addressed all questions or concerns related to the requirements of this position.

Candidate

Signature: _____ Date: _____

ARM Signature: _____ Date: _____

