



General Manager - Urban Cowboy Lodge

We are seeking an experienced and dynamic General Manager (“GM”) to oversee the day-to-day operations of Urban Cowboy Lodge. This is a full-time, on-site position in the Catskills, NY.

Urban Cowboy Lodge is multifaceted and dynamic, with multiple outlets serving hotel guests, restaurant diners, bar patrons, weddings, corporate events, and of course, neighbors. We are a team of passionate professionals committed to delivering exceptional hospitality experiences both in the Catskills and beyond. The GM will uphold our high standards of service, lead and develop the team, and ensure every guest interaction reflects the Lodge’s distinctive culture and character. Your leadership will be visible daily, with numerous opportunities to connect with and delight our guests.

About Urban Cowboy Lodge

Urban Cowboy Lodge (“The Lodge”) is renowned for its singular hospitality, beautiful setting, and luxe amenities. The Lodge has 38 keys and sits on 200 acres of wilderness, offering both guests and staff expansive nature and a nurturing culture. Amenities include two bars, one restaurant, a pizza outlet, a swimming pool, an outdoor sauna, two tree nets, and endless trails and outdoor activities. Its aesthetic is uniquely rustic - detailed, casual, and effortlessly presented.

We’re built for the independent spirit—the travelers, the dreamers, the locals who stumble in once and never leave. Our bars are watering holes for everyone, a place where neighborhood regulars and first-time visitors swap stories over a perfectly made drink. Our hotels feel like walking into a friend’s home—if your friend happens to have amazing taste, killer hospitality, and a knack for making strangers feel like family. We believe in the magic of human connection and the transformative power of design. Urban Cowboy Lodge is a place where people arrive as strangers and leave as friends, in both work and play.

Job Overview

GM will oversee all aspects of Urban Cowboy Lodge’s operations, including Front Office, Food & Beverage, Sales & Revenue, Housekeeping, Maintenance, and Administrative departments, ensuring an exceptional guest experience while leading a talented team. The GM will also manage financial, administrative, and operational responsibilities to support long-term growth and sustainability.

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CATSKILLS

This role requires active, on-property leadership. The GM will serve as a visible presence for guests and staff, model the Lodge's service standards and culture, foster collaboration across departments, develop team members, and implement strategies to enhance operations, revenue, and guest satisfaction.

Our ideal GM combines a warm, welcoming demeanor with strong leadership skills. You will clearly communicate the vision and direction of the hotel, inspire your team, and maintain superior financial results. You will continuously seek opportunities to improve operations, leverage market and guest data for informed decisions, and create learning and development opportunities for staff.

This position blends Operations & Leadership, Administrative Oversight, Personnel Management, and Manager on Duty (MOD) responsibilities, requiring a hands-on, highly organized, and people-focused leader capable of balancing day-to-day management with long-term strategic goals.

Essential Functions & Responsibilities

Operations & Leadership

- Ensure superior hospitality through daily oversight of all departments and programs, including standards, procedures, and communications.
- Lead the hotel team during services, events, and busy periods, and step in to support any department as needed.
- Work closely with departmental leaders to guide their teams and foster collaboration across the hotel.
- Develop and mentor staff through regular training and by setting an example in day-to-day operations.
- Maintain all hotel spaces with the team, ensuring compliance with safety, labor, and sanitation regulations as well as brand standards.
- Oversee operations across all departments - Front Office, Food & Beverage, Housekeeping, Maintenance, Sales & Marketing, and Events - while keeping a sharp focus on guest experience and team culture.
- Serve as a support/backup across all roles and departments to ensure seamless operations.
- Keep guest experience and team culture at the forefront of every decision and action.

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Administrative Oversight

- Develop and maintain, in collaboration with Hotel Leadership, comprehensive Standard Operating Procedures (SOPs), and guest/hotel collateral.
- Support the hotel team by assisting with scheduling, inventory management, and resolving operational issues within departments.
- Oversee payroll processing to ensure accurate compensation and proper staffing levels across all departments.
- Collaborate in the creation of comprehensive training and educational materials, systems, and tools for Food & Beverage and overall hotel operations.
- Collaborate with other department leadership to ensure alignment on hotel goals and initiatives.
- Monitor departmental expenses and budgets to support financial goals.
- Assist in the creation of event materials, ensuring smooth operations, consistency, and exceptional service.
- Execute reports, projects, or programs as necessary for hotel leadership and stakeholders.

Personnel Management

- Recruit, interview, select, train, and onboard full-time and seasonal staff efficiently.
- Implement cross-training to ensure staff flexibility during peak and slower periods.
- Maintain awareness of safety issues and ensure staff compliance with all regulations and standards.
- Foster effective personnel relations in a supportive and confidential environment.
- Administer and train staff on progressive discipline policies and procedures.
- Conduct performance evaluations and set annual goals for the management team.
- Lead, inspire, and motivate the team to maintain a guest-focused culture throughout the year.

Manager on Duty (MOD)

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- Manage the hotel floor, ensuring smooth operations, consistent execution, and exceptional guest service while on property.
- Assist in the execution of events, ensuring smooth operations, consistency, and exceptional service.
- Support the hotel team by assisting with daily services and all outlets as required or regularly scheduled.
- Optimize team performance through active leadership on the floor during service periods and general hotel operations.
- Ensure consistent execution of points of service in daily operations.
- Problem-solve in real time to maintain guest satisfaction and uphold the hotel's reputation.
- Address all issues, concerns, questions, and comments promptly and professionally.
- Develop relationships with vendors, partners, neighbors, and guests to enhance the overall hospitality experience.

This job description outlines the primary responsibilities and expectations for the General Manager role, but is not exhaustive. Duties, responsibilities, and expectations may change or be added based on business needs.

Knowledge, Requirements, and Skills

- Strong organizational and administrative skills.
- Experience managing hotels and leading Food & Beverage teams; 3+ years preferred.
- Eye for detail and design; maintains high service standards.
- Excellent communication with guests, staff, vendors, and stakeholders.
- Financially literate; can read P&Ls, manage budgets, monitor expenses, and track inventory.
- Familiar with hotel systems (POS, PMS, event platforms) and Google Workspace.
- Able to handle multiple responsibilities while maintaining service and efficiency.
- Willing to cross-train across departments for coverage and cohesion.
- Flexible availability, including weekends, evenings, and holidays.
- Comfortable in indoor/outdoor environments; able to stand, walk, and lift up to 50lbs.

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- Spanish or other language skills a plus.

Compensation

- Base salary of \$110,000 - \$130,000 annually (subject to taxes and other withholdings).
- Opportunity for performance-based incentive pay.
- Access to Health, Vision, and Dental Insurance (available first 15th of the month from start date).
- Additional benefits include paid time off, sick days, employee discounts, and other perks.
- Employee housing available as alternative compensation.
- Discounts & benefits at Urban Cowboy Hotels & Dovetail + Co hotels & resorts.
- This is an exempt position.

If interested, please send your resume and a brief cover letter to **LO Owens** at LO@urbancowboy.com and **Shawn Cioto** at scioto@dovetailandco.com.

Disclaimer

We are an equal opportunity employer. We actively respect the right of any qualified individual who performs to Dovetail's standards to work. Discrimination based on gender, age, race, religion, national origin, marital status, sexual orientation, disability, or any other characteristic not related to performance, ability or attitude protected by state or federal law, will not be tolerated.