



TEAM & OPERATIONS ASSISTANT

Employer: Live To Surf

Job Location(s): Tofino

Number of Positions: 1

Start Date: ASAP

Schedule: Full Time (incl. weekends)

Pay Rate: Starting at \$23/hour

Are you a natural organizer with a keen intuition for people?

Live To Surf is seeking a highly organized and people-focused Team & Operations Assistant to support both our team and day to day operations. This is a dynamic, hybrid role designed for someone who thrives in a fast-paced environment. You'll move between coordinating schedules, supporting the team, and jumping onto the retail and rental floor to deliver great customer experiences.

This role is ideal for someone who naturally brings calm structure to busy environments, communicates with empathy and clarity, and takes pride in keeping systems organized and efficient.

The Live To Surf Culture

A cornerstone of the Tofino surfing community since 1984, Live To Surf is a family-owned and operated business that values every individual. We strive to maintain a motivating and empowering work environment, embracing and welcoming all customers and team members into a non-intimidating atmosphere. We appreciate initiative and recognize those willing to embrace learning and responsibility directed toward company improvement and growth.

Job Purpose

The Team & Operations Assistant plays a key role in supporting both the people and operational systems behind Live To Surf. You are responsible for coordinating recruitment, onboarding, scheduling, and team logistics, while maintaining accurate records and ensuring day to day organization runs seamlessly.

Alongside these responsibilities, you remain connected to the shop floor – supporting retail and rental operations during busy periods and contributing as part of the team.

The position serves as a liaison between owners and frontline staff, ensuring clear communication, smooth daily operations, and a strong team culture.

Skills and Qualifications

- A warm, approachable and reliable attitude
- Strong organizational skills
- Excellent communication and interpersonal abilities
- High level of professionalism and discretion with confidential information
- Comfortable working in a fast-paced retail environment
- Ability to shift between office tasks and frontline support
- Experience in coordination and customer service is an asset

Your Responsibilities

- Recruitment, interviewing, and onboarding of new team members
- Build and maintain staff schedules, including shift changes and real-time adjustments
- Maintain accurate employee records and track key milestones
- Coordinate and support staff accommodation administration and inspections
- Act as a point of contact for team communications and day-to-day operations
- Work on the retail and rental floor, providing excellent customer service and team support
- Maintain store presentation and assist with overall operational flow
- Support training and onboarding processes and contribute to a positive team culture

Working conditions

Flexibility to multi-task in a fast-paced work environment, indoors and outdoors in all weather conditions with frequent use of stairs, and other physical tasks such as lifting, washing and carrying surf rental equipment throughout the day. Working weekends and holidays is required.

How To Apply

Please send your resume and cover letter to **jobs@livetosurf.com**