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National Historic Site and Visitor Experience Manager I

Reference number: CAP16J-015150-000020

Selection process number: 2016-CAP-CBC-FRH-OC-134

Parks Canada Agency - Coastal BC Field Unit - Fort Rodd Hill & Fisgard Lighthouse National
Historic Sites
Colwood (British Columbia)
PM-04

\$63,861 to \$69,006 (Currently under review.)

For further information on the organization, please visit [Parks Canada Agency](#)

Closing date: 20 July 2016 - 23:59, Pacific Time [\(more on closing date\)](#)

Who can apply: Persons residing in Canada and Canadian citizens residing abroad.

Parks Canada Agency considers applications from all individuals who have legal status to work in Canada and does not give preference to Canadian citizens. Please indicate in your application the reason for which you are entitled to work in Canada: Canadian citizenship, permanent resident status or work permit.

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Important messages

The hiring organization will accept job applications in various formats.

- Applicants are strongly encouraged to submit their application on-line to take advantage of the many benefits in using this electronic recruitment system. Some of these benefits are that:
- Applicants can create a profile and a resume that can be used when applying for other processes without having to recreate a new application each time.
- Applicants can modify their application/resume at any time BEFORE the closing date indicated on the job advertisement.
- Applicants can verify the status of their applications, at any time.
- Applicants can be notified electronically of tests or interviews and results.
- For some jobs, applicants will find important information, namely the job questionnaire and a complete statement of merit criteria that are only available when applying on-line.
- Persons who are unable to apply on-line can: fax it to (250) 654-4044, or email it to CoastalBC.HR@pc.gc.ca

Duties

Manages national historic site operations and manages the development and delivery of the visitor experience program through a client/visitor and market/business-centered approach to enhance and ensure visitor satisfaction, enjoyment and connection to place and partner/stakeholder contribution to the learning, enjoyment, connection to, and appreciation of Canada's natural and historical heritage resources managed by Parks Canada in a site characterized by program and operational challenges and issues of moderate complexity and scope. May provide lead specialist visitor experience product development services.

Visitor experience includes visitor facilities, visitor programs and visitor services, tourism relations,

interpretation programs (personal and non-personal), pricing, promotion, advertising, product development and product marketing.

Work environment

Parks Canada is a federal government agency responsible for the protection and presentation of Canada's outstanding natural and cultural resources through a system of national parks, national marine conservation areas and national historic sites in all regions of Canada.

Intent of the process

The intent of the process is to fill one indeterminate full-time position.

Note: A qualifying list will be established, and may be used to fill similar positions of various tenures (indeterminate, seasonal, temporary, full-time, part-time) and various locations.

Positions to be filled: 1

Information you must provide

Your résumé.

You must meet all essential qualifications in order to be appointed to the position. Other qualifications may be a deciding factor in choosing the person to be appointed. Some essential and other qualifications will be assessed through your application. It is your responsibility to provide appropriate examples that illustrate how you meet each qualification. Failing to do so could result in your application being rejected.

In order to be considered, your application must clearly explain how you meet the following (essential qualifications)

Graduation with a degree from a recognized university with specialization in business administration, marketing, recreation, leisure studies, cultural resource conservation, museum studies, history, archaeology, tourism or other discipline relevant to the position or an acceptable combination of education, training and experience.

Degree equivalency

Experience in the planning, development, pricing, promotion and/or delivery of a variety of programs, activities, operations, services and/or facilities in a tourism related context.

Experience in establishing and implementing collaborative arrangements to develop and deliver opportunities for visitor experience including but not limited to Indigenous groups, the local community, private, public and voluntary sectors, academia, Non-Government Organizations and the general public.

Experience acting as a representative in dealings with the media, stakeholders, industry and local communities.

Experience in the management of budgets, projects and an asset base of moderate complexity and scope.

Experience in the management of multiple staff and teams.

Additional Experience:

Experience in the use of social science research and trend analysis to identify target markets and develop visitor experience opportunities.

Experience in the evaluation of tourism related projects, programs and initiatives.

Experience in the management of prevention initiatives to enhance and ensure a positive visitor experience.

If you possess any of the following, your application must also clearly explain how you meet it (other qualifications)

Additional Abilities:

Ability to manage volunteer program.

Ability to develop, arrange and manage visitor experience prevention initiatives.

The following will be applied / assessed at a later date (essential for the job)

English essential

[Information on language requirements](#)

Knowledge:

Knowledge of principles, theories, practices, tools and techniques associated with cultural resource management, historical research, marketing, interpretation, recreation, tourism, and hospitality management.

Knowledge of current and emerging trends in marketing, interpretation, recreation, tourism, hospitality management, heritage conservation and the opportunities/challenges they offer.

Knowledge of Parks Canada, its mandate, corporate orientation, objectives, programs and related federal legislation and policies.

Ability:

Ability to manage human and financial resources.

Ability to communicate effectively both orally and in writing.

Ability to identify potential partners and develop respectful and collaborative arrangements.

Ability to plan, develop and deliver activities, and/or programs and/or services consistent with national standards, local realities and evolving visitor demand.

Ability to take a market-centred/business-like approach to analyze and optimize opportunities for visitor experience based on results, resources and revenues.

Personal Suitability:

Exercises sound judgment.

Personally connects with people.

Demonstrates integrity.

Strives for excellence.

Makes Things Happen.

Initiative.

Conditions of employment

Reliability Status security clearance

Possession of a valid class 5 driver's licence.

Willingness to wear a Parks Canada uniform as per the uniform policy and/or dress in period costume as per Parks Canada requirements.

Willingness to work irregular hours, overtime, weekends and/or statutory holidays and provincial/territorial holidays, when required.

Other information

Persons who have a priority entitlement as defined by the Parks Canada Agency Priority Policy and Guidelines will be considered first.

Interviews will be conducted – Written test(s) may be administered – Reference checks will be conducted.

The work description is available on request.

Tips for applicants:

- Please provide complete and thorough details of your education and experience.
- Do not assume that the screening board has any previous knowledge of your background, qualifications, or work history.
- You must complete the Screening Questionnaire
- You must be specific and provide concrete examples/details for each Education and Experience element, as applications will be screened only on the information provided.
- Resumes will be used as a secondary source to validate the education and experience described in Screening Questionnaire
- Failure to provide the Screening Questionnaire may result in your application being screened out of the competition.
- Failure to provide sufficient information may result in your application being screened out of the competition

The Parks Canada Agency is established as a separate employer in the Federal Public Service under the Financial Administration Act. Persons appointed to the Agency continue to be part of the Public Service. The Parks Canada Agency operates under its own human resources framework outside of the Public Service Employment Act and in line with values of fairness, competence and respect, and its operating principles.

In accordance with paragraph 8(2)(a) of the Privacy Act, information or material, whether provided directly by the candidate or otherwise obtained by the selection board, used during the selection process for the purpose of assessing a candidate may be used as part of the selection review and recourse processes. Such relevant information may be provided to third parties, such as other candidates or their representatives, who have a legitimate reason to be aware of that information.

Persons who have received pay in lieu of unfulfilled surplus period, a Transition Support Measure (TSM) or an Educational Allowance and are re-appointed to the Parks Canada Agency are required to reimburse an amount corresponding to the period from the effective date of such reappointment or hiring, to the end of the original period for which the TSM and education allowance was paid. Please contact CoastalBC.HR@pc.gc.ca if you are one of these individuals to find out how this applies to your particular situation.

Persons who are in receipt of a Canadian Government Public Service pension and are considering this employment opportunity with the Parks Canada Agency, should contact the PWGSC Public Service Pension Centre (1-800-561-7930) in order to determine the impact of an appointment on their pension benefit entitlements.

Please submit your completed application, including all of the above-mentioned documentation. Failure to do so may result in your application being rejected.

The Public Service of Canada is committed to building a skilled, diverse workforce reflective of Canadian society. As a result, it promotes employment equity and encourages candidates to indicate voluntarily on their application if they are [a woman, an Aboriginal person, a person with a disability or a member of a visible minority group](#).

The Public Service of Canada is also committed to developing inclusive, barrier-free selection processes and work environments. If contacted in relation to a job opportunity or testing, you should advise the Public Service Commission or the departmental official in a timely fashion of the accommodation measures which must be taken to enable you to be assessed in a fair and equitable manner. Information received relating to accommodation measures will be addressed confidentially.

We thank all those who apply. Only those selected for further consideration will be contacted.

Contact information

**Florence Raffaelli, Human Resources
Assistant**

CoastalBC.HR@pc.gc.ca

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Date modified: 2016-05-12