



Visitor Experience Manager II PM-05

for the Lake Superior National Marine Conservation Area, Northern Ontario Field Unit

We are seeking a knowledgeable, passionate and proactive individual to manage the development and delivery of captivating, client focused visitor experience opportunities for the Lake Superior National Marine Conservation Area.

In your role as Visitor Experience Manager you will manage a range of activities, programs, services and facilities. Your team will work to welcome visitors, help them discover and learn about the place, increase their satisfaction and their numbers, while ensuring the place is protected for the enjoyment of future generations.

You need to have solid understanding and experience working in a complex tourism environment. You need to be capable of developing, delivering and evaluating opportunities that help visitors have amazing experiences. You need to enjoy motivating a team of staff and working with a variety of partner and stakeholder groups.

If this describes you please apply to join our team.

You have graduated with a degree from a recognized university with specialization in business administration, marketing, recreation, leisure studies, tourism or other discipline relevant to the position or an acceptable combination of education, training and experience.

You have:

- Experience in the use of social science research and trend analysis to identify target markets and develop visitor experience opportunities;
- Experience in multiple aspects of 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;
- Experience in the evaluation of tourism related projects, programs and initiatives;
- Experience in the management of multiple staff and/or teams;
- Experience in the management of financial resources including revenue and expenditures;
- Experience in developing and implementing programming in an Aboriginal cross-cultural environment.

Please refer to the Statement of Qualifications below for a full listing of required job criteria including language requirements.

Your annual salary will be between \$67,655 and \$73,143 per year (Salary under review)

Your application should clearly demonstrate that you meet all the above requirements and must include: a cover letter including your preferred official language for interview and correspondence, your résumé and your completed Education and Experience Questionnaire (see below).

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. Please indicate in your application the reason for which you are entitled to work in Canada: Canadian citizenship, permanent resident status or work permit.

Preference may be given to qualified applicants who are members of the Robinson Superior Treaty Group.

We encourage women, Aboriginal peoples, persons with disabilities and members of a visible minority group to self-identify in their cover letter.



Please forward any request for further information regarding this opportunity to jeni.michano@pc.gc.ca.

Please submit your completed application, including all of the above-mentioned documentation. Failure to do so may result in your application being rejected. Please note your file size must not exceed 4 megabytes per e-mail.

Clearly indicate the Selection Process Number (indicated below) and send your application by e-mail to jeni.michano@pc.gc.ca

Selection Process Number: 2009-PCA-NMCA-OC-07

You must apply on or before June 1, 2009, 23:59 PST

Please note that candidates found qualified as a result of this selection process may be referred for consideration in the staffing of similar positions.

Candidates are expected to be available for assessment during the month of June 2009.

We thank all applicants; however only those selected for further consideration will be contacted.

The Public Service of Canada is committed to developing inclusive, barrier-free selection and appointment processes and work environments. If contacted in relation to this process, please advise the organization's representative of your need for accommodation measures which must be taken to enable you to be assessed in a fair and equitable manner.

The Parks Canada Agency is established as a separate employer in the Federal Public Service under the *Public Service Labour Relations 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.

This position is based on new resources.

Vous pouvez obtenir ces renseignements en français.

EDUCATION AND EXPERIENCE QUESTIONNAIRE

- When completing this questionnaire, you must provide complete and thorough details of your education and experience as they relate to the requirements of the Visitor Experience Manager II position. You must follow the format as outlined.
- Be sure to include education, work and volunteer experience, accomplishments and any background information that represents the qualifications outlined for this competition. Provide specific dates for all education, work experience, volunteer experience, accomplishments and background information.
- Do not assume that the screening board has any previous knowledge of your background, qualifications or work history. You must be specific and provide concrete examples/details, as applications will be screened only on the information provided. Note that responses to the questionnaire must be linked to your résumé.
- Failure to provide the Education and Experience Questionnaire will result in your application being screened out of the competition. Candidates will not be solicited for incomplete or possibly missing information. Please ensure your answers are clear and concise.

Please answer the following EIGHT (8) questions related to your education and experience as outlined in the competition poster:

QUESTION 1: Clearly demonstrate how you meet the education requirement by providing:

- Details of your degree from a recognized university with specialization in business administration, marketing, recreation, leisure studies, tourism or other discipline relevant to the position. Please include dates, nature of specialization and specific courses taken, as relevant to the position. (Proof of education will be required at interview.)

OR

- Information to support the consideration of your application as meeting an acceptable combination of education, training and experience for the position, including:
 - Details of the completion of two years of post-secondary education, including dates, course of study and any specialization; **AND**
 - Successful completion of coursework relevant to the duties of the position (e.g. courses taken through continuing education facilities, colleges, universities, professional or governmental organizations or employers, that may include but are not limited to courses in business administration, marketing, heritage interpretation, recreation, leisure studies, tourism or hospitality). Please include dates, duration of coursework, name of educational institution and information on the content; **AND**
 - Describe your experience working as a manager in the field of marketing, heritage interpretation, recreation, tourism or hospitality. Please include dates and describe the context, including your role, the nature of the organization and your areas of responsibility.

QUESTION 2: Based on the nature of your experience, clearly explain how you have used social science research and trend analysis to identify target markets and develop visitor experience opportunities, including recreational activities, special events, interpretive products and programs, accommodations, trails and / or other supporting visitor experience facilities and assets. Please include dates and describe your role and the context in which the experience was gained.

QUESTION 3: Clearly describe your experience in multiple aspects of the planning, development, pricing, promotion and/or delivery of a variety of programs, activities, operations, services and/or facilities in a tourism related context (i.e.: recreation, museum, parks, historic sites and/or leisure environment). Please include dates and describe your role and the context in which the experience was gained.

QUESTION 4: Clearly describe your experience in establishing and implementing collaborative arrangements to develop and deliver opportunities for visitor experience. Please be specific about your role, the nature of the arrangements, the types of organizations and the results.

QUESTION 5: Clearly describe your experience in the evaluation of tourism related projects, programs and initiatives; in order to improve performance and report on results. Please be specific about your role, the context, strategies and methods used, and outcomes.

QUESTION 6: Clearly describe your experience in the management of multiple staff and/or teams. Include your role, the context, duration and scope of authority and accountability.

QUESTION 7: Clearly describe your experience in the management of financial resources including multiple revenue sources. (i.e.: fees, allocations, funding programs, contributions) and multiple expenditure streams (i.e.: salaries, goods, services, contracts).

QUESTION 8: Clearly describe your experience in developing and implementing public programming in cooperation with Aboriginal groups and/or communities. Please be specific about your role, the types of programming, the nature of the relationships/cooperation, and the context in which the experience was gained.

STATEMENT OF QUALIFICATIONS

Visitor Experience Manager II
Lake Superior National Marine Conservation Area
Northern Ontario Field Unit
Parks Canada Agency
PM-05

APPLICANTS WILL BE SCREENED AGAINST THE FOLLOWING CRITERIA:

Education:

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

Language: English Essential

Experience:

- Experience in the use of social science research and trend analysis to identify target markets and develop visitor experience opportunities;
- Experience in multiple aspects of 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;
- Experience in the evaluation of tourism related projects, programs and initiatives;
- Experience in the management of multiple staff and/or teams;
- Experience in the management of financial resources including revenue and expenditures;
- Experience in developing and implementing programming in an Aboriginal cross-cultural environment.

SHOULD YOU CLEARLY DEMONSTRATE THAT YOU MEET ALL OF THE ABOVE, YOU MAY BE INVITED TO THE NEXT STEP OF THE ASSESSMENT PROCESS. AT THAT TIME, YOU WILL BE RATED AGAINST THE FOLLOWING CRITERIA:

Knowledge:

- Knowledge of principles, theories, practices, tools and techniques associated with marketing, interpretation, recreation, tourism, and hospitality management;
- Knowledge of current and emerging trends that relate to the development and delivery of recreational activities, special events, interpretive products and programs, accommodations, trails and supporting visitor experience facilities;
- Knowledge of Parks Canada, its mandate, corporate orientation, objectives, programs and related federal legislation and policies;
- Knowledge of the principles, theories, practices, tools and techniques associated with the analysis, identification, development and evaluation of visitor experience opportunities;
- Knowledge of the techniques used to analyze and apply social science information and evaluate visitor experience opportunities;
- Knowledge of Aboriginal cooperative management principles, practices and issues with respect to protected heritage places management.

Abilities:

- 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, programs and 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;
- Ability to work cooperatively with Aboriginal partners at the community level;
- Ability to work in a cross-cultural work environment;
- Ability to interact with various levels of government, including Aboriginal organizations in developing relationships and agreements, and in decision-making.

Personal Suitability:

- An effective leader who exercises sound judgment, personally connects with people, demonstrates integrity, strives for excellence and is a passionate agent for change.

Conditions of Employment:

- Obtain and maintain Reliability Status security clearance.

Operational Requirements:

- Willingness to wear a Parks Canada uniform when required;
- Willingness to work irregular hours, overtime, weekends and/or statutory holidays and

- provincial/territorial holidays, when required;
- May be required to obtain a secret security clearance for acting purpose.
 - Willingness to work and/or travel in varied terrain, weather conditions, isolated locations and by various means of transportation;
 - Willingness to work from various locations;
 - Willingness to travel extensively, including overnight, off site and/or weekends.

(Ces renseignements sont disponibles en français sur demande.)