

IDENTIFICATION

Department	Position Title	
Industry, Tourism & Investment	Manager, Parks Operations	
Position Number	Community	Division/Region
63-0309	Hay River	Tourism & Parks

PURPOSE OF THE POSITION

The Manager, Parks Operations is a team leader responsible for strategic, capital, and operational planning for the Territorial Parks System, as well as all related legislation, regulations, permitting, policies, procedures and standards. The Manager advises on and supports regional program delivery, monitors program results, recommends future improvements and supervises the Parks Operations Unit's planning and technical services staff to ensure effective operation of Territorial Parks System.

SCOPE

Reporting to the Director, Tourism and Parks and in collaboration with communities and industry, the Manager is responsible for developing comprehensive strategic, capital and operations plans for GNWT parks and tourism infrastructure. These plans will reflect on-going analysis of NWT tourism and parks markets, involving exit surveys, parks permits reports and telephone surveys. The plans will identify infrastructure and parks products including parks, visitor facilities, highway pullouts, merchandising and interpretative products that enhance tourism in the NWT and improve visitor experiences. The incumbent is responsible for planning, budgeting and implementing appropriate strategies for attracting tourists, resident park users and influencing spending. To accomplish this, the incumbent will work with government departments such as MACA, DAAIR, ENR, PWS, DOT, and others in the course of operational activities.

The Department manages and maintains a system of over 40 tourist and parks attractions and facilities throughout the NWT, which, while unique, must be managed within the context of a unified system. For each attraction and facility, the incumbent is required to maintain management plans, capital plans, operation plans, site plans and so on that meet territorial/national standards and are developed with advice and support from regions, NWT stakeholders, and other jurisdictions. The Manager works as a technical advisor on working groups formed by national organizations such as the Canadian Parks Council.

The Manager ensures that the above activities conform to government obligations arising from land claim agreements, Interim Measures Agreements, and devolution. The incumbent works with claimant groups and other organizations on tourism and parks product designation, planning, and management, and leads managers and coordinates unit activities within the context of relevant legislation, policy and standards.

Located in Hay River, the incumbent manages a budget of over \$1 million and supervises the Parks Planning and Operations Officer and related casual staff.

RESPONSIBILITIES

1. As a team leader, manages and provides expert advice and guidance in parks strategic planning.

- Leads on the annual refresh of the NWT Territorial Parks system plan
- Ensures that all Parks strategic planning and implementation are consistent with the department's strategic plan and driven by visitor satisfaction and safety.
- Ensures that the strategic planning process results in ownership of those plans by the Regional Managers of Tourism and Parks.
- Reviews NWT tourism plans on an on-going basis, emphasizing priorities and strategies for the development of parks infrastructure and products.
- Provides technical assistance to headquarters and regional staff in preparing parks product development strategies, annual work plans, and evaluation and selection of possible new parks products.
- Develops terms of reference, proposal calls and evaluation criteria for concept studies, management plans and other related studies.
- Ensures the Department conforms to its obligations as set forth in land claim agreements by working closely with claimant groups to generate parks products and services.

2. Provides expert advice and guidance in parks operational planning and program delivery.

- Develops and maintains a management planning program for parks attractions and services.
- Prepares NWT-wide operational, parks marketing and communication plans along with discussion papers.
- Advises regional staff on standards and practices for program delivery and coordinates delivery of NWT-wide service programs such as the Parks Awards Program and Parks Day.
- Develops, reviews and revises operational program delivery standards in collaboration with the Regional Managers of Tourism and Parks.
- Organizes and delivers annual staff training workshops to teach core skills required by staff.
- Prepares consolidated departmental FMB Submissions and decision papers for new operating and maintenance funds on both an annual and as required basis.

- Monitors the effectiveness of tourism and parks products by participating in the development and implementation of evaluation mechanisms.
- Monitors annual parks program results and recommends follow-up actions for the next year.

3. Manages parks capital planning processes and administers GNWT-owned tourism and parks lands, capital assets and systems.

- Manages the division's capital budget development ensuring equitable funding distribution for new parks product development.
- Monitors tourism and parks project capital budget and related budget expenditures to ensure adequate project management.
- Levers funds for parks product development through partnerships with the federal government, non-government organizations and the private sector.
- Coordinates as required the process for land use application, land and water permits, including surface and sub-surface permits.
- Administers land transfer activities such as issuing or applying for land leases and acquiring or disposing of land, negotiating with outside agencies as required.
- Maintains records of land use, ownership and administrative transactions for all tourism and parks properties.
- Provides advice to regions and monitors third-party delivery of tourism and parks services.

4. Manages tourism and parks legislative and policy development and provides regions with expert advice and compliance support.

- With regions, ensures the NWT Parks Act and Regulations and other related acts/regulations are administered in a fair and consistent manner throughout the NWT.
- Provides expert policy advice on formulation and revision of parks legislation including preparation of proposals and decision papers required.
- Prepares briefing notes, decision papers and options papers on a wide variety of parks issues.

5. Manages Parks Operations Staff in the provision of planning services, technical services, and general operational support provided to the regional offices.

- Provides content for initial contract development for services that cannot be provided by the unit.
- Reviews organizational needs and recruits qualified staff reporting to the incumbent's position.
- Establishes measurable goals and objectives for staff and monitors and evaluates performance at regular intervals.
- Coordinates training required by staff to become gazetted as Parks Officers
- Develops staff capacity by providing advice, direction, support and training and dealing with issues such as discipline and grievances.
- In collaboration with the Manager, Tourism, Industry Support Services, develops and implements a promotional and merchandising program including the design and

production of tourism and parks product promotional materials such as maps, merchandise and brochures.

- Provides regional offices with advice and support on parks communication issues including the development of region-specific and pan-territorial communication strategies and resource materials including signage and interpretive programs.
- Co-Manages the design of parks marketing systems with regional offices.

KNOWLEDGE, SKILLS AND ABILITIES

- Proven communications skills, both verbal and written, with highly developed interpersonal skills to ensure ideas are properly conveyed to a varied audience and/or for negotiations.
- Knowledge of and ability to use MS Operating Systems, MS Office, Internet and Email programs with a focus on presentation and spreadsheet software.
- Project management skills to lead, plan, organize, coordinate and complete complex and concurrent projects independently or in teams within time and resource constraints while monitoring progress and evaluating results.
- Knowledge of parks planning, development and management experience within the context of co-management regimes and in a northern cultural setting.
- Knowledge related to parks and infrastructure within the scheme of tourism attractions.
- Knowledge of resource management issues including management of legislation development, procedures and principals.
- Knowledge of strategic planning, policy and program development in a government structure.
- Knowledge of parks related facilities management and development including contract regulations.
- Ability to identify, analyze and articulate the pros and cons of various options aimed at increasing understanding, acceptance or resolution.
- Ability to anticipate, identify, clarify and assess issues and situation quickly and develop and implement appropriate, timely courses of action.

Typically, the above qualifications would be attained by:

The incumbent should have a Bachelor's Degree in one of the following areas with specialization in geography (parks planning): Tourism and Travel Services Management; Parks Recreation and Leisure Studies; Hospitality Administration/Management. The incumbent should also have five years experience in resource/parks management, tourism management and/or planning, including three years of supervisory experience.

Familiarity with and direct experience with the provision of land claim agreements and NWT legislation would be assets in this position.

WORKING CONDITIONS

Physical Demands

The incumbent is subject to sometimes strenuous physical requirement when filling in for Parks Officer shifts on an emergency basis.

Environmental Conditions

No unusual conditions.

Sensory Demands

No unusual demands.

Mental Demands

The incumbent is required to travel to the regions approximately five times per year for a period of 3-5 days per trip.

ADDITIONAL REQUIREMENTS

Position Security (check one)

- ☒ No criminal records check required
- ☐ Position of Trust – criminal records check required
- ☐ Highly sensitive position – requires verification of identity and a criminal records check

