

Public Service Resourcing System

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Visitor Experience Product Development Officer III

Reference number: CAP18J-011557-000231

Selection process number: 2018-CAP-GBOE-BPFF-OC-RM-054

Parks Canada - Bruce Peninsula National Park / Fathom Five National Marine Park
Tobermory (Ontario)
PM-04

Indeterminate - Permanent Year-round
\$67,449 to \$72,885 (under review)

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

Closing date: N/A

Who can apply: 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.

NOTE from SON: DISTANCE RESTRICTIONS DO NOT APPLY TO SAUGEEN OJIBWAY MEMBERS

Important messages

We are committed to providing an inclusive and barrier-free work environment, starting with the hiring process. If you need to be accommodated during any phase of the evaluation process, please use the Contact information below to request specialized accommodation. All information received in relation to accommodation will be kept confidential.

[Assessment accommodation](#)

Duties

Coordinates and provides advice and leadership for the development of visitor experience opportunities at natural and cultural heritage places managed by Parks Canada.

Intent of the process

This process is intended to fill existing vacancy(ies) but may be used to fill anticipated vacancy(ies) with the same or similar work description and language requirements, including indeterminate (permanent) and term opportunities, or in different locations.

Positions to be filled: 1

Information you must provide

Your résumé.

A covering letter in 5,000 words (maximum)

Contact information for 3 references.

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

Education

Secondary School Diploma or an acceptable combination of education, training and experience relevant to position.

Degree equivalency.

EXPERIENCE

- Experience in the development of strategies, plans or reports related to visitor experience or sustainable tourism;
- Experience in the planning, development, implementation or evaluation of visitor experience products or services;
- Experience in planning and coordination of special events; and,
- Experience collaborating with staff, partners and stakeholders in the context of visitor experience planning or development.

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

ASSET QUALIFICATION

Education:

Graduation with a degree from a recognized college or university with specialization in tourism, marketing, recreation, biology, or environmental studies.

Degree equivalency

ASSET QUALIFICATIONS

Experience:

- Experience in the development or implementation of tourism-related initiatives in the Bruce-Grey-Simcoe tourism region;
- Experience in project management including preparation, coordination and management of project plans and budgets;
- Experience in establishing, negotiating, implementing and administering contracts, partnering arrangements or other agreements; and,
- Experience in developing, implementing or maintaining technologies (e.g., multimedia displays, touch devices, augmented or virtual reality) that support interactive visitor programs or services.

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

English essential

Information on language requirements

KNOWLEDGE:

- Knowledge of Parks Canada's mandate and corporate priorities related to visitor experience;
- Knowledge of issues, trends and best practices related to sustainable tourism; and,
- Knowledge of principles and practices associated with the planning, development, implementation and evaluation of visitor experience products

ABILITIES:

- Ability to effectively communicate orally and in writing, including technical and interpretive content;
- Ability to analyze complex information to understand issues and make recommendations;
- Ability to manage conflicting priorities, multi-task and work under time-sensitive conditions;
- Ability to work with multi-functional teams and diverse partner and stakeholder groups; and,
- Ability to resolve problems related to multimedia technologies.

PERSONAL SUITABILITY:

- Reliable;
- Builds and maintains effective interpersonal relationships;
- Possesses initiative and leadership to makes things happen; and
- Exercises sound judgment.

The following may be applied / assessed at a later date (may be needed for the job)

OPERATIONAL REQUIREMENTS

- Willingness to wear a Parks Canada uniform and prescribed protective equipment;
- Willingness to work and/or travel in varied terrain, weather conditions, isolated locations and by various means of transportation; and,
- Willingness to work irregular hours, overtime, weekends and/or statutory holidays and provincial/territorial holidays, when required.

Conditions of employment

Reliability Status security clearance

- Obtain and maintain a valid Driver's License

Other information

The Public Service of Canada is committed to building a skilled and diverse workforce that reflects the Canadians we serve. We promote employment equity and encourage you to indicate if you belong to one of the designated groups when you apply.

[Information on employment equity](#)

HOW TO APPLY

You are required to submit your application online.

1. COVER LETTER

Applicants must clearly demonstrate in their cover letter how they meet the Education and Experience factors. Applicants must list both of these factors in their cover letter, and then write one or two paragraphs for each demonstrating how they meet these factors by providing concrete examples.

Please note that it is not sufficient to only state that these factors are met or to provide a listing of current or past responsibilities.

Failure to clearly demonstrate in your cover letter how you meet the Education and Experience factors may result in the rejection of your application.

Normally, applicants will not be solicited for incomplete or possible missing information.

Candidates will be asked to provide proof of their education credentials at a later date.

2. RESUMÉS

Resumés will be used ONLY as a secondary source to validate the experience described in the cover letter.

3. OTHERS (if applicable)

Please identify clearly your substantive group and level and your employment status on your resumé and/or application form.

ASSESSMENT

- A written examination may be administered
- An interview will be administered
- Reference checks will be sought

Persons are entitled to participate in the appointment process in the official language of their choice. Applicants are asked to indicate their preferred official language in their application.

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If you require accommodation at any stage of the process, please advise us as soon as possible.

Those selected for an interview should be prepared to provide the following information:

- Names of their references
- Proof of education credentials, in the form of a diploma or official transcript.

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

ADDITIONAL INFORMATION

PLEASE NOTE: Our intention is to communicate with candidates via e-mail for screening/assessment purposes (including issuing screening results, and sending invitations for written tests and interviews). Candidates who apply on this selection process must include in their application a valid e-mail address and make sure that this address is functional at all times and accepts messages from unknown users. It is the candidate's responsibility to provide any changes to their personal information to the contact indicated on this job advertisement.

The essential qualifications that are listed in the statement of merit criteria are mandatory. A pass mark will be established for each. Applicants may be appointed to the position even though he/she does not meet any or all of the asset qualifications. However, meeting these criteria is desirable and may be a deciding factor in choosing the person to be appointed. In the event that there are as many applicants who meet the essential qualifications as there are vacancies, the manager may decide not to assess some or all of the asset qualifications.

Successful candidate(s) must meet and maintain the conditions of Employment throughout their employment.

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 (Name of HRM), Human Resources Manager 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.

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.

Parks Canada is committed to the principles of diversity and employment equity under the Employment Equity Act, and strives to ensure that our workforce reflects the diverse nature of Canadian society. We encourage women, Aboriginal peoples, persons with disabilities and members of a visible minority group to self-identify in their cover letter.

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.

[Back](#)

Date modified:

2018-12-13