



City of Campbellton  
Employment Opportunity

**DIRECTOR**

**RESTIGOUCHE RIVER  
EXPERIENCE CENTRE**



Ville de Campbellton  
Opportunité d'emploi

**DIRECTEUR(TRICE)**

**CENTRE D'EXPERIENCE  
DE LA RIVIERE RESTIGOUCHE**

The Restigouche River Experience Centre is looking for an experienced Director who has strong leadership skills, is customer focused, and skilled in building partnerships. Primary roles will be business development and management of daily operations.

Le Centre d'expérience de la rivière Restigouche est à la recherche d'un directeur expérimenté ayant de solides compétences en leadership, axé sur le client et habile à établir des partenariats. Ses rôles principaux seront le développement d'affaire et la gestion des opérations quotidiennes.

Full time position with benefits  
Salary - as per qualifications

Poste à temps plein avec avantages sociaux  
Salaire - Selon les qualifications

Job description and project description available on website: [www.campbellton.org](http://www.campbellton.org) or at City Hall reception: 789-2700

Description de poste et description du projet disponibles sur le site Web: [www.campbellton.org](http://www.campbellton.org) ou à la réception de l'hôtel de ville: 789-2700

A cover letter demonstrating how your qualifications/skill set/experience match the profile sought must be submitted with your resume.

Une lettre de motivation démontrant comment vos qualifications/compétences/expérience correspondent au profil recherché doit être soumise avec votre CV.

Drop off resume at City Hall, 76 Water Street, Campbellton or mail to P.O. Box 100, Campbellton, NB, E3N 3G1, to the attention of:  
**Job Posting #2017-RREC-DIRECTOR**  
**Manon Cloutier, P. Eng., CAO**  
(Emails only accepted if you call 789-2780 to follow up)  
[Jana.AllainBoudreau@campbellton.org](mailto:Jana.AllainBoudreau@campbellton.org)

Déposer votre curriculum vitae à l'hôtel de ville au 76, rue Water, Campbellton ou le poster à la boîte postale 100, Campbellton, N.-B., E3N 3G1, à l'attention de:  
**Affichage de poste**  
**#2017-CERR-DIRECTEUR**  
**Manon Cloutier, Ing., Directeur Général**  
(Les courriels ne sont acceptés que si vous appelez au 789-2780 pour faire un suivi)  
[Jana.AllainBoudreau@campbellton.org](mailto:Jana.AllainBoudreau@campbellton.org)

Questions on position: 789-2727

Questions sur la position: 789-2727

Closing date: **October 9 at 10 a.m.**

Date de fermeture: **Le 9 octobre à 10h**

Only successful applicants will be contacted

Seuls les candidats choisis seront appelés





## RESTIGOUCHE RIVER EXPERIENCE CENTRE

### **Project description**

The Restigouche River Experience Centre, strategically located at the junction of the J.C. VanHorne Bridge in Campbellton, a gateway to the Maritimes, is a tourism centre that is a replica of a fishing camp (6,000 sq. ft.) as found along the Restigouche River. As its name underlines, it is the "experience" component that underlies the whole concept. From the architecture to the decor, gastronomic offer and activities offered at the Centre, everything is done to awaken the senses of the visitors and give them an unforgettable experience of the river, the fishing history, the salmon and local people.

The project has 5 distinct components:

- The interpretation part, consisting of explanatory panels, artefacts, a touch pool and aquariums. Here you can learn more about salmon fishing, the river and communities living or having lived along the Restigouche River.
- The culinary part, formed of a restaurant with a river themed menu whose mission is to promote and help develop local products in partnership with local producers; an outdoor dining area with stunning views of the river and a terrace with an outdoor kitchen.
- The fireplace area, with a huge two-sided fireplace and large leather armchairs as in traditional fishing camps, is the ideal place for gatherings, exchanges, and evenings with storytellers
- Indoor activity areas, including a room dedicated to fly tying sessions and a room for audiovisual projections. A large basement is also available for activities such as canoe making or other larger projects.
- Outdoor experience packages, many of which take place on site (outside fireplace, huge balcony surrounding the building, boat ramp, fishing practice, etc.).





City of Campbellton

Job Description

**Director  
of the  
Restigouche River Experience Centre**

**Disclaimer Statement:**

*Usage of the masculine form throughout the document is for convenience only, and refers to women and men alike.*

Department: Tourism  
Job Title: Director of the Restigouche River Experience Centre  
Reports to: CAO  
Last revised date: September 9, 2017



# DIRECTOR OF THE RESTIGOUCHE RIVER EXPERIENCE CENTRE

## 1. IDENTIFICATION

- 1.1 Organisation: City of Campbellton
- 1.2 Department: Tourism
- 1.3 Job Title: Director of the Restigouche River Experience Centre (RREC)
- 1.4 Job Status: Management – Permanent full time - Non unionized
- 1.5 Immediate Supervisor: Chief Administrative Officer
- 1.6 Last revised date: September 9, 2017

## 2. TASKS AND RESPONSIBILITIES

### 2.1 Summary of Responsibilities

The Director of the Restigouche River Experience Centre is responsible for the overall management, supervision, coordination, business development, public relations and promotion of the Centre. He acts as the champion of “the visitor experience”. He reports directly to the City Chief Administrative Officer.

### 2.2 Health and Safety Responsibilities

The incumbent is responsible to conduct himself in a way that ensures his own health and safety and that of the other persons at work. He must be conversant with the safety rules and regulations of the City of Campbellton. He is required to report to his direct supervisor the existence of any hazards of which he is aware. He must also use or wear such protective equipment as is required by regulation. He has to inform his supervisor of any task for which he feels he has not received proper training.

### 2.3 Tasks Profile

- Elaborate and implement the overall strategy and objectives for the RREC.
- Oversee the daily operations of the RREC.
- Manage human resources.
- Coordinate the work of managers supervising the various components of the RREC (campground, culinary, interpretation, experiences and events, building maintenance).
- Pro-actively work at business development and public relations.



- Liaise with strategic partners including Destination Marketing Organizations, Tourism Associations, Hotels, Business Improvement Associations, Tourism Industry Associations, and Municipalities.
- Prepare, manage and maintain the Centre`s annual budget.
- Develop and uphold a positive public image of the RREC throughout the community.
- Assist in developing integrated marketing, advertising, media and public relations strategies and tactics; identify target demographic, monitor competition, and adjust strategy accordingly.
- Lead and motivate the team in the creation, development and implementation of experiences, activities, events for the Centre.
- Research and apply for funding programs for Centre`s activities and development.
- Oversee the Health and Safety program for the Centre.
- Take action on visitors` complaints.
- Perform any other tasks as requested by CAO.

**3. AUTHORITY LEVEL**

The incumbent reports to the CAO but also exhibits a high degree of independence in the execution of required tasks.

**4. POSITION REQUIREMENTS****4.1. Mandatory Education**

- Possess a University degree in Business, Tourism, or a related field; or a combination of education and extensive experience in management.

**4.2. Special Knowledge and skills**

- Demonstrated leadership and management skills.
- Proven ability to develop long-term strategies and objectives.
- Strong creative and innovative outlook.
- Good persuasion and negotiation skills.
- Ability to multi task and prioritize.
- Excellent interpersonal, presentation and communication skills.

**4.3. Mandatory Requirements and Experience**

- Have 8-10 years of progressive experience in a similar strategic role.
- Be fluently bilingual (English and French; spoken and written).
- Have experience with media interaction.
- Possess a valid Class 5 driver`s licence.
- Successful completion of criminal background check.
- Successful completion of driver`s abstract check.
- Possess intermediate computer skills (Microsoft Office Suite).
- Possess strong knowledge of social media usage for promotion/marketing purposes.



4.4. Personal Qualities

- The incumbent must be customer focused.
- He must have initiative.
- He must be outgoing.
- He must be flexible and adapt quickly.
- He must be energetic and able to balance a large number of activities.
- He must enjoy team work.

**5. REMUNERATION**

- Salary Scale: \$48,000 to \$65,000 - Annually.
- Eligible to the City Benefit Package upon successful completion of probationary period.

**6. HOURS OF WORK**

- Minimum of 40h/w – Irregular – Flexibility required.
- Attendance to before and/or after hours functions.
- Availability for evening and weekend work is required.

**7. WORKING ENVIRONMENT**

- Office work.
- Occasional outdoor work.
- Some travel required.

**8. JOB DESCRIPTION APPROVAL**

8.1 Departmental Level

Approved by: \_\_\_\_\_

Title: \_\_\_\_\_

Date of Approval: \_\_\_\_\_

8.2 City Administration Level

Approved by: \_\_\_\_\_

Title: \_\_\_\_\_

Date of Approval: \_\_\_\_\_



**9. RECEIPT BY INCUMBENT**

I have received a copy of this job description:

Name: \_\_\_\_\_

Signature of incumbent: \_\_\_\_\_

Date: \_\_\_\_\_