Join the RCMP Heritage Centre's Team!

Posting Title:	**Manager of Visitor and Client Experience & Growth**
Location:	The RCMP Heritage Centre
Position Details:	Temporary - Full Time Position
Compensation:	$58,000 - $63,000 annual salary (based on experience)
Hours of Work:	37.5 hours/week

Organization Overview

The Royal Canadian Mounted Police (RCMP) is one of Canada's longest-standing institutions and is deeply embedded in the history and unfolding story of our country. The RCMP and its symbols – the "red serge", Mounties on horseback, and the Musical Ride – have become icons of Canadian Heritage, familiar around the world. The RCMP Heritage Centre is a non-profit dedicated to telling these Canadian stories and history.

The RCMP Heritage Centre represents a rich space for historical preservation, exploration of perspectives, and the pursuit of reconciliation, and has become a major destination that celebrates the traditions and history of the RCMP. More recently, the RCMP Heritage Centre is embarking on an exciting new chapter of its own story by undergoing the process to become established as a national museum in Canada.

To prepare for the path ahead, the Centre is building a team today who is bold, passionate, collaborative, and up for the challenge as we take this journey together and deliver on a vision of *discovery, exploration, reflection and reconciliation* for all Canadians.

Position Overview

We are looking for a leader in hospitality, tourism development, and visitor services to initially cover a maternity leave and enhance tourism development at the RCMP Heritage Centre.

In this role you will oversee the visitor experience portfolio, supervise the visitor services team, and be responsible for development and implementation of new visitor

experiences. While this is a term position covering a maternity leave, our intention is to turn this into a full-time permanent position after the maternity leave.

Reporting to the Director of Admin & Operations, and working closely with the Marketing & Communications team, you will be responsible for developing and executing our visitor experience portfolio, and growth strategy that increases awareness, visitation, engagement, and revenue for the museum.

This role is responsible for tourism and experience development, identifying opportunities to attract new audiences, strengthening the visitor experience, and converting tourism demand into sustainable revenue. You will lead the development and promotion of compelling tourism experiences, products, packages, partnerships, and campaigns that position the museum as a leading destination and drive measurable economic and organizational growth.

The ideal candidate is both a hospitality leader and a growth-oriented tourism professional who can translate the museum's brand and mission into compelling experiences and revenue-generating opportunities. They will be accountable for an outstanding visitor experience, audience growth, tourism development, and the identification and execution of new opportunities that contribute to the organization's long-term sustainability.

Duties and Responsibilities

- Working closely with the leadership team, you will be responsible for understanding the organization’s strategic priorities and initiatives to develop and direct the organization’s marketing and communications.
- Supervise and manage full and part-time visitor and client services staff, including the facility rentals lead (and team), and visitor experience team members (including seasonal Summer Interpreters);
    - Set and maintain clear, consistent, relevant portfolio expectations
    - Supervise staff; address complaints and resolve issues, and escalate to CEO when necessary
    - Empower staff to make sound decisions – setting clear criteria for when decisions should be escalated by staff to you, or to the CEO
    - Manage schedules – ensure appropriate staffing for general visitation hours, special tours, onsite and/or after-hours events), and timesheet approvals

    - Manage and oversee performance standards in compliance with our organizational goals, policies, and standards
    - Championing the organization's customer service philosophy and training program(s)
- Work with the leadership team and managers to establish procedural and process-conscious training guidelines and criteria with input from multiple departments to ensure a positive experience for staff, volunteers, and visitors.
- Knowledge of our e-commerce platforms and point of sale systems.
- Address and resolve visitor and client needs, concerns, and complaints, assuring they are settled in a positive, timely, and appropriate manner.
- Accessing our point of sale and other data points for collection of visitor and admissions data.
- Support the CEO with strategic projects through data capture and tracking, data analysis, and reporting.
- Lead the visitor experience team to deliver the day to day operations, including building presentation standards, visitor flow, visitor assistance, identifying visitor needs, welcome and wayfinding, access and health and safety.
- Visitor services and special events inventory management (including alcohol inventory); including tracking, purchasing, and pick up.
- Oversight on the day to day operational needs of the Centre to ensure open communication across portfolio areas, clear understanding of facility needs and pressures across portfolio areas, and support the Visitor Services team (front desk and facility rentals) in effective, efficient, accessible operation.
- In this role you will lead and support the development and launch of tourism experiences that increase visitation, engagement, and earned revenue.
    - Overseeing revenue generation of the Crime Lab experience
    - Create the plan and launch the Mountie Mission experience
    - Create the plan and launch the T&R learning journey map experience
    - Propose new regular admission packages/experiences
    - Ideate and propose tourism experiences or partnerships, events, and tourism products that respond to market demand and respond to our audience segments
- Create, plan and lead integrated experience development plans.
- Assess opportunities to enhance existing experiences and increase their appeal to tourists, families, groups, schools, and other target audiences.
- Manage the Visitor and Client Services team; including scheduling, supervising staff, management of the day to day success of visitor and client services,
- Develop partnerships with tourism operators, hotels, attractions, tour companies, Destination Marketing Organizations, and other strategic partners to increase visitation and create new revenue opportunities.

- Work with the Directors of Administration and Operations and Strategic Initiatives to establish pricing strategies that support both market competitiveness and revenue objectives.
- This role serves a support function for all Heritage Centre teams. You will work closely with all other teams (retail, visitor experience, programming, fund development, facility rentals etc.) to understand their areas of operation, their audiences and how to reach them, and assist with creative writing for promotional content, and communications, where/when needed.
- Develop and lead integrated campaigns to promote exhibitions, events, tourism experiences, programs, memberships, retail offerings, and other revenue-generating initiatives
- The position requires a candidate who understands appropriate chains of communication – understanding when and where the Director or CEO should be consulted or should provide approval of messaging.
- You will be required, at times, to be present for or attend special events, galas, fundraisers or networking events on behalf of the RCMP Heritage Centre.
- Exceptional team skills and a commitment to maintaining a positive, collaborative respectful work environment are essential qualifications.
- We are looking for an enthusiastic go-getter who is as positive about doing as they are about learning and growing with the organization.
- This portfolio requires a high regard for accuracy and attention to detail with excellent organizational skills and the ability to prioritize a varied and dynamic workload.

Qualifications:

- Minimum of 5 years experience in customer service, tourism or hospitality sector.
- Experience managing and scheduling staff is required.
- Experience using a point of sale system is required.
- Experience in communications and marketing would also be acceptable.
- Bilingual fluency (English/French) will be considered a strong asset.
- Any training or certification in the tourism, hospitality, or retail sectors will be considered a strong asset (e.g. Serve Right, Service Best, retail associate, heritage interpreter etc.)
- Previous experience in the non-profit or cultural sector will be considered an asset.
- Experience and comfort using databases, embracing a data-driven approach to tracking and reporting.

- Exceptional team skills and a commitment to maintaining a positive, collaborative respectful work environment are essential qualifications.
- Excellent English communication skills, both verbal and written.
- A person of integrity; committed to upholding professional ethics and encouraging philanthropic best practices.

Equal Opportunity Statement

We are a place for all Canadians and equal opportunity and are committed to a diverse and inclusive workplace. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, protected veteran status, sexual orientation, or gender identity.

Application Instructions (*must be followed for the application to be considered)

- Qualified applicants must be legally entitled to work in Canada or have appropriate documents permitting them to reside and work in Canada.
- Please submit your **cover letter** and **resume -** with **your name** and the **position title** in the file name. (example: Jane Doe Cover Letter and Resume – Manager Visitor Experience and Growth.docx)
- Please submit your application to hr@rcmphc.com by or before November 6, 2026.

Thank you to all who apply. Only those selected for an interview will be contacted.