



VISION:

A city that inspires

MISSION:

Working together to
enhance the quality of
life for all residents

VALUES:

Sustainability,
Inclusivity, Innovation,
Accountability,
Excellence, Bilingualism

DIRECTOR, MAGNETIC HILL ZOO AND MAGNETIC HILL PARK

Magnetic Hill Zoo and Magnetic Hill Park – Job # P1332

CLOSING DATE: MAY 5, 2025

JOB SUMMARY:

The Director of the Magnetic Hill Zoo and Magnetic Hill Park oversees one of Moncton's most prized destination.

The incumbent is responsible for fulfilling the zoo's vision, mission and strategic plan. The position manages and oversees zoo operations including facilities, staff, animal care, wellbeing and habitats, as well as education and conservation programs. Oversight in admissions, guest services, retail, concessions, service contracts and marketing are also part of the portfolio.

Overall theme park responsibilities include park vision and strategic objectives, administration, tenant management, marketing and oversight of the Magnetic Hill illusion.

This position requires considerable skills in leadership, staff and budget management, partnership development, execution of capital projects, fundraising, and customer experience, along with a deep understanding of animal care and wellbeing.

This unique position is an ideal opportunity for an experienced professional in an accredited zoo, aquarium or similar wildlife park or an individual who has significant management experience in a major multifaceted tourism attraction.

Success in this role will require an understanding of zoo standards, strong interpersonal and organizational skills, along with the ability to build relationships with park tenants, partners, the tourism industry, city departments and the general public.

The director position also requires a commitment to meeting zoo accreditation standards, creating a culture of growth, development, education and conservation, with an ability to innovate and maintain public trust.

The position reports directly to the General Manager of Community Services.

APPLYING FOR THIS POSITION:

The City of Moncton is an equal opportunity employer. Applicants must submit their application through an online system that can be found at www.moncton.ca/careers. We thank all applicants for their interest; however, only those invited for interviews will be contacted.

For more information, please contact the Human Resources Department at 506-877-7707 or visit moncton.ca/careers for information on the hiring and application process at the City of Moncton.

WORKING AT THE CITY OF MONCTON:

The Magnetic Hill Zoo's 40 acre park provides a friendly environment for visitors to experience an appreciation for and connection to more than 70 indigenous and exotic species. The Animal Care team strive to provide excellent care and enrichment for the lives these animals. The Zoo is divided into four distinct areas: the Americas, Africa, Asia, and Discovery.

Throughout the year, the Zoo hosts special seasonal events and fundraisers. Educational programming is also available.

This is a non-unionized position.

The City of Moncton offers an attractive salary and benefits package.

City of Moncton Salary and Wage Scale**EDUCATION:**

- Must have a Bachelor's degree in either Science, Commerce, Marketing or equivalent. A degree at a post-graduate level would be an asset.

EXPERIENCE:

- Must have at least seven (7) years' experience in a senior management position in an accredited zoo, aquarium or similar wildlife park or equivalent management experience in a major multifaceted tourism attraction.
- Must demonstrate experience in managing significant capital construction projects.
- Must have experience in working with partners, corporate tenants and different levels of government.
- Must have a proven track record of managing large-scale operations, capital projects and complex budgets.
- Must have exceptional leadership skills with at least five (5) years of experience managing a variety of professional and trades employees and their teams.

LANGUAGE:

- Ability to communicate effectively in both languages (oral; English and French) is required. Must meet INTERMEDIATE+ (2+) Level as per the Province of New Brunswick Linguistic Standards in both languages as a minimum requirement.

NOTE: In the event this competition poses difficulties in recruiting, candidates with INTERMEDIATE (2) Level English/ French language proficiency may be considered. (Candidates must meet the INTERMEDIATE+ (2+) Level English/ French language proficiency within 1 year).

KNOWLEDGE, SKILLS AND ABILITIES:

- Must demonstrate leadership and significant business success including strategic planning, marketing, fundraising and public relations, of a public or private visitor attraction.
- Must have excellent interpersonal skills and a strong ability to cultivate relationships and partnerships with colleagues, partners, stakeholders, sponsors and the public.
- Must be familiar with all relevant laws and regulations pertaining to Magnetic Hill Zoo and Magnetic Hill Theme Park operations.
- Must have exceptional leadership and interpersonal skills with the ability to inspire, engage, and lead diverse teams.
- Must have excellent presentation and communication skills.
- Must have demonstrated ability to manage objectives and measure results.
- Must be perceptive of the needs of the public.
- Must have knowledge of theory and practice of human resource management and budget procedures.
- Must be a strategic thinker with the ability to develop solutions to complex problems.
- Must have the ability to delegate effectively.
- Must have great customer service skills and effective negotiating skills.
- Must be able to effectively lead capital, community or tourism projects.
- Must be able to foster a culture of collaboration, trust, engagement and growth.
- Must be capable of establishing and maintaining a positive team environment through effective leadership.
- Knowledge of various government programs, either Federal or Provincial, related to zoos, theme parks or tourism would be an asset.
- Expansive knowledge of the management and operation of a tourism park and in the wildlife management of procedures and protocols would be an asset.
- Possess excellent oral and written communication skills.

- Ability to prepare documents and generate clear and concise reports.
- Ability to pull data from various sources to support business plans, reports and to assist in the decision-making process.
- Ability to understand director-level finances, including operational and capital budgets, and recapitalization.
- Ability to effectively utilize various administrative programs (MS Office) and industry software and provide guidance in the development and use of related software applications.

OTHER:

- Must have and maintain a Class 5 driver's license.
- Requires a positive attitude that reflects the best interests of the Corporation and the community at large.
- Requires the ability to take initiative in seeking new opportunities to improve the zoo and park, raise funds, and innovate.
- Requires the ability to improve the zoo and park's reputation as a primary tourism destination in New Brunswick.
- Employee will be required to use proper judgment when dealing with all stakeholders.

CONTACT:

- Must be able to work with fellow employees, contractors, volunteers, stakeholders, park tenants, other municipal departments, tourism partners, and the public.
- Must communicate regularly with outside agencies and groups, including various government departments (e.g. Natural Resources, Environment Canada, Canadian Food Inspection Agency, Department of Health, Work Safe NB, Department of Tourism, Heritage and Culture, etc.)
- Must have a proven ability to establish and maintain relationships with employees at all levels of the organization, tenants, partners, as well as the public, outside agencies, companies and other levels of government.

SUPERVISION:

- This position is responsible for managing all employees of the Magnetic Hill Zoo and the Magnetic Hill Theme Park.
- The position requires a self-starter and highly motivated person capable of working with minimal supervision.
- Incumbent will be required to work with various unions, know and understand their respective collective agreements.