



PORT ALBERNI PORT AUTHORITY (PAPA) JOB DESCRIPTION

POSITION: Manager, Campground & Marina Services

DATE: May 1, 2022

1. POSITION SUMMARY

Reporting to the Vice President of Operations, the Manager will actively advertise, promote, and lead the commercial growth and development of the campground and marina; as well as conduct market research of similar facilities and apprise PAPA management of commercial & community opportunities which will enhance the growth of the facilities and the Alberni Valley.

This position directs and supervises campground employees, and is responsible for the daily operation and maintenance of the China Creek Campground & Marina.

This position will develop and implement the annual operating budget and business plan, including but not limited to, marina operating budget, marketing plans, special events, and staffing plans.

The Manager will exercise independent judgment to accomplish program objectives for China Creek Campground & Marina and meet the needs of the boating and camping public, while providing the highest level of customer service.

The Manager will develop and maintain health and safety programs for the facilities which are in compliance Labour Canada Regulations and WorkSafe BC as applicable.

As a representative of the Port Authority, the employee must act and advocate in the best interests of the organization.

2. ORGANIZATION

This position reports to the Vice President of Operations.

3. ACCOUNTABILITIES

3.1 Safety

The Manager will maintain safe working conditions as stated in the Port Authority's Policy Manual.

3.2 Personnel Relations

Oversees and directs campground and marina employees, as well as seasonal staff, according to authorized personnel policies and procedures of the Port Authority.



Communicates with campground and marina employees on a regular basis so that they are aware of, understand, and have input into Port Authority policies, initiatives, public relations and promotions.

Manages and supervises subordinates; responsible for the overall direction, coordination and evaluation of employees; plans, organizes and coordinates work activities and schedules to improve services.

Supervises the activities of personnel engaged in carrying-out campground and marina objectives, policies, procedures, rules, and regulations; manages all employees effectively and in accordance with established Human Resource policies, performs regular performance reviews and holds regular staff meetings.

Responsible for onboarding of all employees in conjunction with HR and coordinates the hiring of seasonal staff; including interviewing, hiring, and training employees; assigning and directing work; appraising performance; rewarding and disciplining employees; and addressing and resolving problems.

3.3 Marketing, Promotion, and Public Relations

Develops strategic marketing plans and sales initiatives to ensure business growth and community awareness.

Encourages recreational camping and boating activity across the relevant markets by promoting tournaments and special events.

Identifies funding opportunities and develops grant proposals to increase campground and marina funding.

Assists with implementation of all public relations events, press releases, publications or advertising campaigns for the campground and marina.

Promotes and represents PAPA at community events. Liaises with designated government agencies such as the City of Port Alberni, the Alberni-Clayoquot Regional District, Province of British Columbia or local businesses in joint collaborations which support the growth of the Alberni Valley and the community.

3.4 Planning and Reporting

Develops a long-term Master Plan and maintains price, performance and return analyses on campground and marina operations to support operational and capital budget development.

Assists with planning and implementation of annual pre-season maintenance program, including debris cleanup and removal, painting, gardening etc.

Responsible for planning and implementation of capital projects i.e.: infrastructure renewal, parking lots, services, water and sewer systems, etc. Inspection of marina facilities; ensure that the preventative maintenance schedules as well as repairs are completed properly.



3.5 Operations and Service Delivery

Under the direction of the Vice President of Operations or designated supervisor, ensures effective service delivery to the customers the facility, and provides effective management of all operations.

Acknowledges and responds to guest complaints and suggestions. Provides a high level of customer service to marina/campground tenants and the public by providing information on services and events available in marina and throughout the community.

Conducts random inspections of campsites, structures, boats, equipment, and facilities; ensure that that staff and customers follow safe practices.

3.6 Maintenance and Custodial

Procurement management for campground and marina; maintains an up-to-date inventory control system for all facilities.

Ensures all equipment including lawnmowers, fire suppression equipment, power equipment, etc. are maintained in good and safe repair.

Ensures pumping and recovery of sinking boats by conducting recovery operations and/or contacting appropriate service providers as required; operates and maintains marina equipment as needed, such as small water craft, pump-outs, fuel dock, etc.

Coordinates snow removal from all applicable pathways, parking lots and moorage areas as required for safety of the campground and marina users; ensures that regular campground/marina facility safety, maintenance and custodial needs are performed.

3.7 Bookkeeping and Accounting

Ensures that all fees for campground, moorage, dock use, parking, hydro and launch ramps or any other fees, dues or levies are invoiced, collected and recorded.

Oversees daily sales reconciliations; preparedness of daily deposits / cash-outs accompanied by appropriate register and credit card receipts and provides to the Director of Finance.

Ensure remittance of collected fees and provides deposit information to the Port Authority office on a timely basis.

Ensures effective control of revenues and expenditures and takes corrective action to guarantee achievement of campground and marina goals and objectives.

Manages assigned budget and inventory levels.



3.8 Other duties

Respond to emergencies such as RV or boat fires and reports of incidents as required.

Prepares a monthly report and attends Board meetings as required to report on the status of projects as it pertains to the Manager, Campground & Marina Services responsibilities.

Performs other duties as required.

3.9 Security

Monitor and control the overall safety and security of campground and marina.

Create, implement, and maintain PAPA health and safety policies and procedures for the campground and marina, including evacuation and/or natural disaster procedures.

Maintain close liaison with all regulatory agencies including Transport Canada, the RCMP, Fire Department, Canadian Coast Guard, and others as required.

Under the direction of the Vice President of Operations or designated supervisor, interacts with appropriate government agencies (Department of Fisheries and Oceans, First Nations, Ministry of the Environment, Police, Coast Guard and Fire Dept. etc.).

4. EDUCATION AND EXPERIENCE

Three (3) + years previous experience in campground management preferred. A diploma or degree and/or five (5) years of equivalent training or experience in Business Management, Hospitality, or related area in any combination that provides the desired knowledge, skills, and abilities will be considered an asset.

The position requires strong knowledge of business administration, tourism, marketing, and safety and security procedures and practices.

Supervisory experience is required as well as office management and customer service skills. Experience operating a variety of equipment and tools, along with mechanical and electrical troubleshooting experience is considered an asset.

Experience in finance and strategic planning is required, including demonstrated experience in planning, organizing, and directing financial activities; procurement and utilization of funds, developing budgets, monitoring transactions, and preparing financial reports.

Tact and the ability to exercise leadership and sound judgment are necessary.

Must have proficient use of current office productivity software (Microsoft Office 2019 or Office 365) to perform the requirements of the position. Experience with e-commerce platforms, marketing, and graphic design programs such as InDesign will be considered an asset.



5. PERSONAL QUALITIES

The position requires integrity and transparency with fair and equitable interactions with all staff, customers, and contractors.

Must exhibit effective work habits and excellent interpersonal skills; as well as have good written and oral communication skills to communicate effectively with coworkers, the management team and customers of the Port Authority.

6. WORKING CONDITIONS

The accountabilities of the position require that the Manager reside within 25km of the Port Alberni Port Authority and be on call and available at any hour to direct the staff response and attend in the event of an operational emergency after normal office working hours, during holidays and on weekends.

The Manager is required to carry a cell phone in case of emergencies.

Work is often conducted outside the office, with much of the work occurring in inclement weather. Normal office conditions with travel to PAPA properties and external contacts is required.

After-hours participation in meetings or public events will be required.

I have read and understood this job description.

Name: _____

Signature: _____

Date: _____