

Director of Recreation & Tourism

Lead. Build. Inspire.

The Municipality of Hartland is seeking an energetic, community-minded, and forward-thinking leader to join our senior management team as Director of Recreation & Tourism.

Reporting directly to the Chief Administrative Officer (CAO), the Director of Recreation & Tourism provides leadership and direction for municipal recreation services, parks, trails, tourism initiatives, community events, beautification projects, and recreation facilities.

This is an exciting opportunity to help shape the future of recreation and tourism in one of New Brunswick's most welcoming communities while working closely with residents, community organizations, volunteers, businesses, and regional partners.

About the Role

This is a working leadership position. The successful candidate will provide strategic leadership while remaining actively involved in recreation programs, facilities, parks, trails, tourism initiatives, community events, and community partnerships.

The Director oversees recreation facilities, parks, playgrounds, trails, ball fields, beautification initiatives, recreation programming, tourism development, and community events. The position supervises the Parks & Recreation Supervisor and other recreation staff and serves as a member of the Municipality's senior leadership team.

Key Responsibilities

Leadership & Administration

- Lead and supervise recreation department staff.
- Establish departmental priorities, work plans, and service standards.
- Prepare reports and recommendations for the CAO and Council.
- Participate as a member of the senior management team.

Recreation, Parks & Facilities

- Oversee recreation programs, community facilities, parks, playgrounds, trails, sports fields, and beautification initiatives.
- Support the maintenance and operation of municipal recreation assets.
- Coordinate facility bookings and recreational use of municipal facilities.

Tourism & Community Development

- Lead municipal tourism initiatives and visitor attraction efforts.
- Promote Hartland's recreation, tourism, and community assets.

- Build partnerships with community organizations, businesses, volunteers, and regional stakeholders.

Events & Community Engagement

- Coordinate municipal events, festivals, and community celebrations.
- Support volunteer and community-led initiatives.
- Foster positive relationships with residents, community groups, and partners.

Financial Management, Grants & Partnerships

- Provide input into departmental budgets and manage operations within approved budget allocations.
- Monitor expenditures and revenues.
- Research and pursue grants, sponsorships, and partnership opportunities.

Qualifications

The ideal candidate will possess:

- Post-secondary education in recreation, tourism, business, public administration, community development, or a related field.
- Minimum five (5) years of progressively responsible leadership experience.
- Experience supervising staff and leading programs or projects.
- Experience managing departmental operations within approved budgets.
- Strong communication, community engagement, and relationship-building skills.
- Experience with grant writing and funding applications is considered an asset.
- Valid Class 5 driver's licence.

Equivalent combinations of education and experience may be considered.

Conditions of Employment

The successful candidate must:

- Be legally entitled to work in Canada.
- Provide a satisfactory Criminal Record Check.
- Provide a satisfactory Vulnerable Sector Check.
- Maintain a valid Class 5 driver's licence.

Salary & Benefits

The Municipality offers a competitive compensation package including:

- Salary Range: **\$65,000 - \$85,000 annually**
- Municipal pension plan
- Health and dental benefits

- Vacation entitlement in accordance with municipal policy
- Personal leave days in accordance with municipal policy
- Professional development opportunities

Hours of Work

This is a full-time salaried management position based on a regular work week of 40 hours.

Due to the nature of municipal recreation services, tourism activities, community events, and emergency response requirements, evening and weekend work will be required from time to time.

The successful candidate must be willing to work a flexible schedule to support municipal operations, recreation programming, special events, and Council priorities.

This position is not considered a traditional Monday to Friday role.

How to Apply

Interested candidates are invited to submit a cover letter and resume outlining their qualifications and experience.

Applications will be accepted until 4:00 p.m. on September 11, 2026

Please submit applications to:

Julie Stockford, CAO/Clerk

Municipality of Hartland

julie.stockford@townofhartland.com

The Municipality of Hartland thanks all applicants for their interest; however, only those selected for an interview will be contacted.

The Municipality of Hartland is committed to employment equity and welcomes applications from all qualified individuals.