LIBRARY OF PARLIAMENT
BIBLIOTHÈQUE DU PARLEMENT

EXECUTIVE BRIEF

SENIOR DIRECTOR, PARLIAMENT WELCOME CENTRE – LIBRARY OF PARLIAMENT | OTTAWA, ONTARIO

A UNIQUE OPPORTUNITY TO SHAPE VISITOR PROGRAMMING AT THE NEW PARLIAMENT WELCOME CENTRE

Are you a visionary leader with a passion for public and visitor programming, innovation and parliamentary democracy? The Library of Parliament (the Library) is seeking an executive to lead the Parliament Welcome Centre Division, a dynamic and high-profile team that is responsible for shaping the future visitor experience at the new Parliament Welcome Centre, currently being constructed and scheduled to open in 2032.

As **Senior Director, Parliament Welcome Centre**, you will help shape the future of onsite programming by leading the development of programs that will transform how visitors experience and engage with Parliament and by guiding how the Library will evolve its visitor services in a dynamic parliamentary environment.

Reporting to the Director General (EX-4), Visitor and Corporate Services, you will provide strategic leadership for the planning, development and implementation of the future visitor experience at the Parliament Welcome Centre. This includes exhibits, guided tours, retail, onsite classroom programming, multimedia experiences, and visitor services that will establish the Parliament Welcome Centre as an experience in its own right. You will lead multidisciplinary teams translating this vision into engaging, accessible and inclusive experiences for the public.

ORGANIZATIONAL OVERVIEW

As Parliament's knowledge centre, the Library offers parliamentarians and their staff impartial and confidential information, research, and analysis services, news from around the globe and access to an extensive collection of resources. On behalf of

Parliament, the Library welcomes more than 300,000 visitors to Parliament Hill each year, where they have opportunities to access, experience and learn about Parliament. In addition, the Library offers educational programs and resources to support teachers and help students learn about Canada's democratic system of government.

The Parliament Welcome Centre Division is one of six divisions in Visitor and Corporate Services:

- Visitor Programs, Real Property and Security
- Parliament Welcome Centre
- Public Outreach and Communications
- Information Technology
- Human Resources
- Finance and Procurement

The Senior Director, Parliament Welcome Centre, has three direct reports:

- Project Lead, Parliament Welcome Centre
- Senior Manager, Parliament Welcome Centre Exhibits
- Senior Manager, Parliament Welcome Centre Visitor Experience

WHY THIS ROLE MATTERS NOW

The Library of Parliament has a long-standing mandate to support parliamentarians in their outreach to the public. It does this by creating unique opportunities for the public to access, experience and learn about Parliament. As part of this mandate, the Library delivers guided tours of the Senate of Canada Building, the House of Commons at West Block, the heritage rooms at East Block, and, since 2023, *Parliament: The Immersive Experience*, an immersive multimedia show. The Library also manages the Parliamentary Boutique and delivers a host of other supports and learning resources for visitors.

The Parliament Welcome Centre, which is due to open in 2032, represents an unprecedented opportunity to enhance the way that visitors access and engage with Parliament. It will be a key part of maintaining an open and accessible Parliament for Canadians and other visitors into the future.

Building on the Library's experience delivering guided tours and other visitor services, the Parliament Welcome Centre will create an opportunity to move beyond traditional tours to develop a broader, integrated visitor experience that will be an engaging destination in and of itself.

The Senior Director will play a central role leading the development of a successful slate of state-of-the-art visitor services and programs.

THE LEADERSHIP CHALLENGE

The successful candidate will be expected to:

A. LEAD THE DEVELOPMENT OF THE FUTURE VISITOR EXPERIENCE AND PROGRAMS AT THE PARLIAMENT WELCOME CENTRE

Drive innovation and program development to transform the way visitors access and engage with Parliament at the future Parliament Welcome Centre.

B. STRENGTHEN ENGAGEMENT WITH PARLIAMENTARIANS AND STAKEHOLDERS

Ensure that visitor services at the Parliament Welcome Centre will be responsive, accessible and aligned with the evolving needs of both parliamentarians and the public.

C. BUILD HIGH-PERFORMING TEAMS

Provide leadership to managers and multidisciplinary teams while fostering a respectful, inclusive and collaborative workplace culture.

D. BUILD STRATEGIC PARTNERSHIPS

Represent the division and the Library in strategic forums while fostering ongoing relationships with diverse communities, including Indigenous peoples.

E. INFLUENCE ORGANIZATIONAL DIRECTION

Provide strategic advice to senior leadership on service and program delivery models, modernization opportunities, governance and future priorities.

F. NAVIGATE CHANGE WHILE MAINTAINING EXCELLENCE

Balance transformation and innovation with the Library's longstanding reputation for professionalism, neutrality, reliability and service quality in public programming.

G. ENSURE SOUND STEWARDSHIP

Provide strategic oversight of financial, human and operational resources while promoting strong governance, accountability and the responsible stewardship of public resources approved for Parliament Welcome Centre visitor program development.

WHO WE'RE LOOKING FOR

The ideal candidate will bring:

- significant experience leading multidisciplinary teams responsible for planning, developing and delivering accessible and inclusive visitor programs and services;
- significant experience leading the development and implementation of complex, high-profile programming strategies with innovative design and content;
- significant experience managing financial resources, project budgets, contracts, procurement processes and human resources;
- experience providing strategic advice and recommendations to senior executives;
- experience building and maintaining relationships and negotiating with senior stakeholders and partners;
- experience leading the development and implementation of strategic and operational plans;
- experience leading organizational change, transformation or modernization initiatives;
- experience managing visitor programs in a gallery, library, archive, museum or parliamentary environment; and
- knowledge of Canada's parliamentary system, institutions and history.

Most importantly, we are seeking a leader who can inspire people, build partnerships, manage complexity and deliver meaningful results in service of Parliament and the Canadian public.

WHY JOIN THE LIBRARY OF PARLIAMENT?

This executive role offers the opportunity to combine:

- meaningful contribution to Canadian parliamentary democracy;
- a mandate to develop innovative and high-profile public facing programs;
- organization-wide leadership impact;
- a respected, non-partisan environment;
- talented, dedicated professionals; and
- a culture grounded in service, collaboration and excellence.