Eliyahu Wellness Centre General Manager
Job Description

Title: Wellness Centre General Manager

Reports to: Chief Administrative Officer (CAO)

Summary

The Town of North Rustico is a small but vibrant municipality located on Prince Edward Island's north shore with a population of approximately 700 residents. The municipality provides fire service, land use planning, parks and recreational programming, emergency measures planning and municipal utilities.

The newly constructed Eliyahu Wellness Centre boasts the first and only Olympic sized arena in the province and was a host venue for the 2023 Canada Games. Located in the seaside town of North Rustico, in the heart of the north shore tourism industry, the new barrier free facility is much more than an arena. The new, year-round Centre is a community hub for the 13 surrounding communities offering events for all ages to enjoy – youth and seniors programming, community initiatives, special events, fitness and cultural events and more. The 49,500 sq ft Centre has an ice rink, walking track, cultural and community fitness facilities, classrooms, community meeting areas, hospitality rooms, food and beverage operations, and is home to the Mount Academy school.

The Centre's mission is to be a welcoming gathering place that supports individual health and wellness and inspires community building and resilience.

Position Summary

The Eliyahu Wellness Centre General Manager will oversee facility maintenance operations and have strong technical and managerial skills. They will provide strong leadership in growing the Centre's service delivery capacity and financial sustainability. The General Manager is responsible for leading and achieving high customer satisfaction and optimal profitability for the operations. They will advance long term sustainability goals through strategic thinking, business development and community engagement.

Key responsibilities of the position are to develop and implement systems, procedures and feedback loops that encourage team engagement and collaboration ensuring all centre guests and partners experience superior standards of service. Engagement is essential to provide outstanding service to our major partners, event organizations, long term users and community residents within the 13 communities served by the Centre.

Other responsibilities will include improvement planning for the facility, annual and long-term capital and operational budgeting, departmental administration, employee hiring and development, staff scheduling and safety compliance. The General Manager is expected to efficiently engage and utilize all personnel, materials, and equipment to their highest capacity in accordance with Town policies, procedures, and regulations.

Core Competencies

- Technical and Mechanical insight
- Business Development
- Strong Communicator
- Leadership/Mentorship
- Efficient and Effective
- Accountability
- Coaching and Mentoring
- Comfortable with Computers
- Creative and Innovative Thinking
- Customer Focus & Positive Attitude
- Decision Making and Judgement
- Planning and Organizing
- Resource and Fiscal Management
- Staff Management
- Strategic Thinking
- Teamwork Oriented

Job Duties

The Wellness Centre General Manager undertakes all the tasks required to complete the work required to maintain the Town facility in coordination with other Town staff.

This work includes:

A. Facility Management

- Overseeing the facility's operations, ensuring it is operating properly and well maintained at all times through active communications with the Operations Manager
- Overseeing the development and enforcement of routine preventative maintenance schedules for the facility through active communication with the Operations Manager
- Managing leaseholds including recruitment, retention and support of leaseholders and completing lease agreements
- Assisting with health and safety initiatives as required, such as inspections, policy development, etc. to ensure that the proper and safe operation of all facilities are in alignment with safety standards and regulations.
- Manage capital upgrade projects.

B. Communications

- Liaising with stakeholder groups and customers with respect and professionalism always, as well as with staff, residents, contractors, and Council.
- Participating in weekly check-in meetings to advise the CAO of all pertinent and emergent issues with physical assets, finances or personnel.
- Attending all necessary meetings including with staff, user groups, leaseholders, contractors, associations, Town management, and Council meetings as directed.
- Providing written and verbal reports to Town Council and Wellness Advisory Committee monthly or as directed.
- Building and maintaining positive working relationships with user groups and leaseholders

C. Planning

- Leading the strategic planning of the facility including: assessing and improving existing programs, and advising on potential program development and business development opportunities to meet changing community and stakeholder needs.
- Identifying grant and funding opportunities for future programs, operations and projects

D. Financial/Budgeting

- Prepare annual budget for sales and marketing plans, for operating and capital budgets in accordance with the Centres long-term financial goals.
- Prepare weekly/monthly and quarterly forecasts of sales and activity level of the facility.
- Analyze financials to drive revenues, future profitability, and maximum return on investment.
- Completing maintenance and capital projects within approved budgetary limits and following applicable policies.
- Assisting in the purchasing, maintenance, and inventory control of supplies and equipment for the recreation facility.
- Adhering to Town procurement policies and practices.
- Lead capital plan and asset management initiatives including identification/application to funding sources.
- Prepare financial reports that explain operational effectiveness, trends, and variances.
- Take a hands-on approach to developing new sponsorship opportunities for the facility

E. Personnel Management

- Providing leadership and ongoing professional development to retain highly motivated, competent and customer service-oriented staff.
- Adhering to all Town policies and bylaws, provincial and federal laws, regulations, and legislation.
- Organizing and directing staff, including conducting staff performance reviews in consultation with the CAO and Operations Manager.

In addition to the regular work listed above, the Manager is required to assist in emergencies and arranging equipment during power outages and may be required to undertake other duties as assigned from time to time by the CAO.

Qualifications

- Minimum Grade 12
- Degree/diploma in related Management/Administration/Business Administration/Facility Management field. Equivalent experience will be considered

Experience

- Experience in general management, facility management, community/business development or equivalent combination of education and experience.
- Minimum 2 yr previous supervision and management of staff an asset.
- Fluent in English. Fluency in French is an asset.

Skills and Knowledge

- Proficient with Microsoft Word, Excel, PowerPoint, social media platforms/programs would be an asset.
- Certification - First Aid and CPR
- Knowledge in refrigeration and automation operations would be considered an asset.
- A Criminal Record check.
- Ability to establish and maintain effective working relationships with customers, Town staff, Council, other governmental and regulatory officials, private and community operations.
- Knowledge of Occupational Health and Safety standards.
- Knowledge and compliance with government regulations affecting arena and food & beverage operations.
- Ability to communicate clearly and comprehensively in person, one-on-one or in groups.

Working Conditions

This is a position that may require you to work evening & weekend hours and will require you to attend some evening meetings such as committee and council meetings.

Salary

$65,000 per annum.

Apply in confidence to:

Chief Administrative Officer via email: smoase@northrustico.com or drop off in person at 106 Riverside Dr, North Rustico PE

Please include a cover letter and 3 references along with a resume.

Deadline for applications is Friday Dec 11, 2026 4:00pm

We thank all applicants for their interest however, only those candidates selected for further consideration will be contacted.