

Date Created: January 2020
Term: Summer
Reports to: Visitor Centre Manager

Position Summary

A Visitor Information Counsellor is the important link between the visitor and tourism industry product and service providers. The main activities of a Visitor Information Counsellor include identifying a visitor's needs, offering information and selling tourism products and services. A Visitor Information Counsellor is an ambassador to tourism in our province – an extremely important role. Visitor Information Counsellors have a direct impact on the visitor's impression of BC, encouraging the purchase of tourism products and services, longer stays and travel in all regions of the province.

Responsibilities

- Identify information needs in support of visitor requests
- Provide accurate information to visitors regarding destinations, transportation, accommodation, etc, options and costs, and suggest suitable products in the community, region or province via mail, phone, email and in person
- Assist individuals or groups to organize vacation/travel plans
- Update and maintain website listings and information in coordination with the Marketing Manager
- Distribute promotional materials locally and regionally
- Gather and record statistical information related to each visitor party
- Post current information of interest to visitors such as Tourist Alert, road, ski and weather reports
- Stock and sell retail merchandise and handle cash transactions including Flag Shop merchandise
- Maintain brochure racks and ensure adequate inventory is always on hand
- Review existing materials and update them as necessary
- Comply with professional dress code and grooming standards
- Follow all Standard Operating Procedures as outlined for the Visitor Centre
- Perform other administrative tasks as required

Knowledge, Skills and Abilities:

- Excellent communication skills – face to face, telephone and written
- Excellent customer service and organizational skills
- Knowledge of attractions, events, tourism products/services in the local area
- Resourceful
- A team player who is able to work independently
- Basic computer skills including Microsoft Word and Excel
- Outgoing, friendly, welcoming demeanor

To apply, please send your resume via email to Allison at colthorp@tourismchilliwack.com.