Tourism Tofino



Visitor Services Supervisor

Tofino Visitor Centre
Full-time, Year-round

Role

Reporting to the Visitor & Member Services Manager, the Visitor Services Supervisor is responsible for ensuring the smooth and safe daily operation of the Tofino Visitor Centre and related visitor services. The role involves supervising Visitor Services employees to ensure outstanding customer service, and the provision of quality and accurate information to visitors that encourages them to stay longer, experience more, travel respectfully and return for another stay. This role is the designated Health and Safety Representative for the organization.

Responsibilities

- Supervise, train, motivate and delegate tasks to Visitor Services employees
- Encourage good performance and provide constructive feedback to Visitor Services employees
- Create a safe, clean, welcoming and inclusive environment for employees and visitors
- Be the designated Health and Safety representative (identifies hazards, promotes safe practices, and acts as a liaison between workers and management to ensure a safe, compliant workplace) for the organization
- Ensure employee breaks are taken in a timely manner
- Be responsible for handling emergencies, complaints and situations that require decisiveness
- Ensure employees assist visitors in a professional, prompt and friendly manner in person, on the phone, or via email/online channels
- Ensure employees are equipped with accurate and up-to-date information
- Maintain a superior level of customer service and a high level of community and industry knowledge including accommodation, activities and attractions with ongoing training
- Work with the Marketing team to assist with monitoring and responding to visitor inquiries and comments on platforms including social media, Google and TripAdvisor
- Help organize events, workshops and activations in the Visitor Centre, and supervise mobile visitor services and beach cleans
- Administrative functions including retail sales, recording and reporting visitor statistical data, cash reconciliation, third party sales (including Park pass and BC Transit sales) reconciliation, payroll submission, submission of invoices and employee expenses, scheduling, organization of familiarization tours, and visitor information updates,
- Maintain and update files and reference materials for the Visitor Centre on a continual basis including updates to visitor information in-print and online including Tourism Tofino website (event listings, What's Open page, etc).
- Keep brochure racks well-stocked with brochures/maps/guides and re-order when necessary
- Work with Visitor & Member Services Manager to develop and implement systems that continually improve quality of service
- Ensure Visitor Centre grounds are tidy, and the interior is kept clean, orderly, and organized
- Coordination of building operations including routine maintenance (landscaping, window cleaning, etc.)
- Ensure office and visitor center supplies are well stocked by inspecting and ordering supplies
- Wear a clean and well-maintained, designated uniform and nametag while on shift

- Attend meetings, training events and familiarization tours as required
- Work with the Member Services Supervisor to coordinate delegation of tasks to the Visitor Services team
- Oversee operations of the Visitor Center in absence of the Manager
- Be a designated member of the leadership team to be on-call, as required
- Other tasks and responsibilities as set by the Visitor & Member Services Manager

Requirements

- Must have secured local accommodation. For camper vans and RVs, must have secured an approved place to park due to local bylaws
- Availability to work full-time including weekends
- Availability to work evenings as required
- Valid Class 5 Driver's License
- Must be able to work standing and to lift 50lbs

Nice to Have:

- First Aid certification
- Experience driving manual transmission vehicle
- Minimum diploma level study in marketing, communications, business or equivalent

Skills and Experience

- 2-3 years of Supervisory experience, exhibiting expertise in customer services, visitor services, or in the hospitality or tourism industry
- Customer-service-oriented
- Excellent interpersonal, verbal, written and social media communication skills
- Strong leadership, facilitation and supervisory skills
- Strong initiative and resourcefulness
- Ability to exercise sound judgment and carry out responsibilities with minimal direction
- High degree of time management, organization and creativity
- Must work well independently, as well as part of a team
- Proficient computer skills specifically Microsoft Office, internet search and social media
- Excellent knowledge of attractions and tourism products/services in the Tofino area

Perks

We Offer

- Professional training through the Destination BC Visitor Services Network.
- Access to current information on local tours, events, and attractions.
- A comfortable, air-conditioned facility.
- On-the-job training and professional development.
- Familiarization tours with local tour operators.
- Co-workers who share a passion for travel.

Compensation $47,000 - 55,000 + benefits

Benefits Two weeks vacation, benefits package and professional development opportunities

Hours 40 hours per week (5 x 8-hour days, including breaks). Must be available on weekends.

Start date November 2026

Apply by November 11, 2026

How to apply Send a cover letter and resume to: calley@tourismtofino.com

About Us

Working on behalf of approximately 300 local businesses, the mission of Tourism Tofino is to deliver sustainable growth for our members that contributes economic and social benefits for our community. The Tourism Tofino team is responsible for destination management marketing, stewardship and delivery of exceptional visitor services.

Tourism Tofino values diversity, equity, and inclusion and encourages applications from all qualified individuals. We are dedicated to providing workplace accommodations for employees with disabilities and will ensure the necessary support is in place to help you succeed, both during the recruitment process and throughout your employment. Let us know if you require any adjustments at any stage to be set up for success.

We recognize the importance of psychological health + safety in the workplace. We will promote a positive working environment where management and employees collaborate to achieve our goals while promoting the physical and mental health of all employees.