

Job Description

Visitor Services Counsellor

Tofino Visitor Centre

Full-time seasonal



Role

A Visitor Services Counsellor is an important link between a visitor and the tourism industry. The main activities of a Visitor Services Counsellor include identifying visitor needs, offering maps and information, suggesting tours and activities, and encouraging visitors to explore the area respectfully.

Responsibilities

- Welcome visitors to the Visitor Centre and/or mobile activations, assess their needs and provide complete, accurate information.
- Process sales transactions for merchandise and complete daily cash-out reports.
- Assist visitors in a professional, prompt, and friendly manner via email, social media, phone, mail, and in person.
- Help visitors with accommodations, tours, ferry reservations, etc., in response to specific requests or inquiries.
- Maintain a high level of knowledge on local activities and attractions.
- Able to research and share relevant community information (events, services, facilities).
- Organize and restock brochure racks, retail displays, and storage areas, re-ordering materials.
- Accurately record visitor data in accordance with Tourism Tofino's specifications.
- Update and maintain files and reference materials for the Visitor Centre.
- Relay current important information to visitors (e.g., Road Reports, BC Hydro updates).
- Conduct surveys by approaching visitors at selected locations around Tofino.
- Wear a clean and well-maintained uniform and nametag while on shift.
- Attend meetings and training such as familiarization tours.
- Perform other duties as assigned by the Visitor Services Supervisor or Manager.

Skills

- Strong verbal, written, and phone communication skills.
- Friendly, approachable, and outgoing demeanor.
- Ability to work independently and collaboratively within a team.
- Able to demonstrate initiative.
- Proficiency in computer use, including Microsoft Office, online research, and social media; willingness to learn new software tools.



Pre-requisites

- Availability to work full-time including weekends.
- Must have secured local accommodation.

Assets

- Valid Class 5 Driver's License.
- Experience driving manual transmission vehicle.
- First Aid certification.
- Previous experience in customer service roles or volunteer positions is considered an asset.
- Knowledge of attractions, events, tourism products/services in the local area.

Education

- Minimum of Grade 10 education.
- Visitor Sales and Services Training (provided upon hire).
- Product knowledge training for the position (provided upon commencement).

We Offer

- Become part of the Destination BC visitor services network.
- Access to current information on local tours, events, and attractions.
- Work in a comfortable, air-conditioned facility.
- On-the-job training and professional development.
- Explore Tofino through familiarization tours with local tour operators.
- Co-workers who share a passion for travel.

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.

Compensation from \$20 - \$21/hour (*plus \$1 per hour contract-completion bonus)

Start dates in April, May, June & July

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