



## **Job Description: Visitor Services Counsellor**

Full-time and part-time seasonal

### **About Tourism Tofino:**

Working on behalf of over 300 local businesses, the mission of the Tofino Destination Management Association, dba Tourism Tofino is: To ***deliver sustainable growth for our members that contributes economic and social benefits for our community.***

### **Role:**

Promote the Tofino destination by providing exceptional and personalized service that encourages exploration and discovery and converts inquiries into bookings of activities, attractions, and services. This creates higher visitor satisfaction, increased spending, return visits and destination advocacy.

### **Responsibilities:**

- Welcome visitors to the Visitor Centre and/or mobile activations, assess their needs and provide complete, accurate information.
- Conduct surveys by approaching visitors at selected locations around Tofino.
- 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 community knowledge regarding local activities and attractions.
- Research and share relevant community information (events, services, facilities) that may interest visitors.
- Organize and stock brochure racks, retail displays, and storage areas, reordering materials as necessary.
- Accurately record visitor data in accordance with Tourism Tofino's specifications.
- Update and maintain files and reference materials for the Visitor Centre on an ongoing basis.
- Relay current important information of interest to visitors (e.g., Road Reports, Tourist Alerts, Weather, BC Hydro updates).
- Process sales transactions for merchandise and complete daily cash-out reports.
- Provide visitor services at special events or festivals.
- Wear a clean and well-maintained uniform and nametag while on shift.
- Attend meetings and training such as in-service sessions, product knowledge training, familiarization tours, and site visits.
- Fulfill information requests and distribute Tourism Tofino materials while building and maintaining excellent member relations.
- Perform other duties as assigned by the Visitor Services Supervisor or Manager.



### **Core Competencies:**

- 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, internet 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.
- 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).

### **Job Perks:**

- Become part of the Destination BC visitor services network.
- Exclusive access to insider information on local tours, events, and attractions.
- Enjoy a flexible, inclusive, and supportive work environment.
- Work in a comfortable, air-conditioned facility.
- On-the-job training and professional development.
- Participate in team-building activities, including a surf lesson.
- Explore Tofino through familiarization tours with local tour operators.
- Join a team of passionate co-workers who share a love for travel and community.
- Eligibility for a \$1 per hour end-of-summer bonus upon successful contract completion. \*

Start dates in May, June & July

Wage from \$20 - \$21/hour (contract completion bonus\*)

Send your cover letter and resume to both: [jess@tourismtofino.com](mailto:jess@tourismtofino.com); [jesst@tourismtofino.com](mailto:jesst@tourismtofino.com)