

Visitor Services Counsellor - (Ucluelet)

Seasonal - Full-time *May 22,*
2025

4VI is recruiting for seasonal, full-time Visitor Services Counsellors in Ucluelet, BC. 4VI has job openings for qualified and passionate individuals looking to join a team of tourism professionals who love where they live, and love what they do.

If you are a service-oriented person with natural people and communication skills and love to promote Ucluelet and our beautiful island to locals and visitors — we want to hear from you.

4VI is a purpose-driven tourism management organization representing and supporting the tourism & hospitality industry of Vancouver Island and operates the Tourism Ucluelet's Visitor Centre. We are grounded by our guiding principles of inclusion, reconciliation and mindful travel promotion.

About the position

Full-time, summer positions are available for eligible candidates to work in a fun, fast-paced, meaningful sector. 4VI is looking for staff to provide visitor services to locals and visitors at the Pacific Rim Visitor Centre and its mobile location(s).

Funding for these positions is provided in part by the Canada Summer Jobs program. To be eligible, candidates must:

- Be between 15 and 30 years of age at the beginning of the employment period.
- Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigrant and Refugee Protection Act for the duration of the employment, and
- Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial and territorial legislation and regulations.

You will report to the Visitor Services Manager, and will be an important member of the Visitor Services team. Your primary responsibilities are to deliver exemplary customer service

and provide sound local knowledge of the tourism-related offerings of Ucluelet and the surrounding areas. You will also assist in the day-to-day operation of the Visitor Centre, or at kiosks in the community to ensure Visitor Centre Network requirements and standards are met.

Responsibilities also include engaging with visitors at the summer mobile kiosks or at the Visitor Centre by providing personalized service; to promote tourism stakeholders and Ucluelet as a preferred travel destination and provide general support to the 4VI team as required.

- Greet visitors in a professional, prompt and friendly manner.
- Promote the stakeholders, local tourism products, services and events.
- Respond to resident and visitor inquiries by phone, email, and in-person.
- Create travel itineraries in response to resident and visitor inquiries.
- Encourage safe travel practices and advocate for longer and return visits.
- Assist in ongoing community and stakeholder outreach to collect updated operational information.
- Research and maintain community information relevant to travel advisories.
- Summarize and report any findings and important feedback to the Visitor Services team in regards to safety and stakeholder concerns.
- Maintain and update files and reference manuals.
- Gather and submit statistical reports for Destination BC on visitations.
- Promote the ideals of the community and area to offer a fully immersive experience to visitors
- Maintain a positive working relationship with our stakeholders
- Create and maintain a welcome and friendly visitor centre
- Communicate to all visitors, local businesses, and co-workers in a friendly and professional manner in-person, via email and through social media
- Assist visitors with securing activities, accommodations and parks passes
- Handle sales transactions for retail; also conducting opening and closing cash procedures
- Record and maintain accurate visitor services data
- Keep merchandise area well stocked; also, storage maintained and orderly
- Assist the staff with program administration or as required

What we are looking for

- Experience in tourism, with a focus on visitor services and volunteer management is an asset
- Excellent verbal and written communication skills
- General office skills, including basic computer literacy
- Able to work well with a small team and be goal oriented
- High degree of sensitivity in dealing with the public, and stakeholders
- Able to work independently, show initiative and meet deadlines
- Able to work flexible hours as required
- Able to work on multiple projects simultaneously
- A valid drivers' license and a reliable vehicle is preferred

Who you are

- You are a people-person who enjoys building respectful and collaborative partnerships within your community;
- You are a strategic thinker with the ability to influence, engage and motivate others to action;
- You are a team-oriented worker who thrives best in an environment of collaboration and shared responsibility;
- You are highly self-motivated and love deadlines, which you meet with ease and successful delivery;
- You face challenging situations with the diplomacy and respect necessary to achieve cooperative outcomes;
- You are organized and can juggle competing priorities.

What we can offer

- Rewarding work that serves the economic growth of tourism-dependent businesses;
- A fun, creative and fast-paced team environment, with a culture that prioritizes work-life balance and fulfillment of your professional goals.

How to Apply

To apply please submit your resume and cover letter by June 24, 2025. which clearly outlines your suitability to dino@forvi.ca . These are temporary, seasonal positions, with a pay rate of \$20/hour, based on 37.5-40 hours per week. Terms may be extended by mutual agreement. Weekend work is required. We thank all applicants for their interest, however only those selected for an interview will be contacted.

4VI gratefully acknowledges that we live, work and play on the traditional, ancestral, and unceded territories of the Yuułuʔiłʔatḥ First Nation.

4VI is committed to the development of a diverse workforce. All qualified applicants will receive consideration without regard to sex, gender identity, gender expression, sexual orientation, race, ethnic origin, colour, religion, nationality, disability, age or other characteristic protected by applicable law. We encourage interest, in particular, from Indigenous peoples, peoples with disabilities, ethnic minorities, visible minorities and all qualified individuals who share our belief in a workplace of diversity.