

Job Title:	Visitor Information Counsellor
Purpose:	Identifying visitors' 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. The Visitor Information Counsellor will have a direct impact on the visitor's impression of BC and the Alberni Valley, encouraging the purchase of tourism products and services, longer stays and travel in all regions of the province.
Reports to:	Visitor Information Counsellor Lead, Director of Operations
Compensation:	\$17.85/hr Full Time Seasonal 35hr/wk May 2, 2025 to July 3, 2025

Duties and Responsibilities:

- Provide accurate information to visitors regarding destinations, transportation, accommodations, 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
- Promote and sell tourism related products and services
- Encourage new and return visits
- Gather and record accurate statistical information related to each visitor party
- Post up to date travel information on wildfires, road closures, and natural disasters
- Stock and sell retail merchandise and handle cash transactions
- As described in daily shift procedures: cash out and balance of Visitor Centre float, and inventoried items for sale
- Maintain public bathrooms and site cleanliness on a daily basis
- Maintain brochure racks and ensure adequate inventory is always on hand
- Gather information and aid in developing new resources
- Review existing materials and update them as necessary
- Work with industry partners
- Comply with professional dress code and grooming standards
- Follow all Standard Operating Procedures as outlined for the Visitor Centre
- Ensure the cleanliness and hygiene of restrooms, including regular cleaning, restocking of supplies, and addressing any maintenance needs. Perform other administrative tasks as required

Qualifications:

The successful applicant must complete the following training:

- Destination BC - Visitor Centre Basics
- SuperHost® Service For All™
- SuperHost® Foundations of Service Quality™

The successful applicant must have a good knowledge of and be proficient in:

- Public speaking and providing verbal information to guests.
- Some basic knowledge of cash handling, sales and marketing
- Basic computer skills and social media skills
- Knowledge of local attractions and the surrounding area

The successful applicant must demonstrate the following skills;

- Strong communication skills both verbal and written
- Analytical and problem-solving skills
- Verbal, written and listening communication skills
- Attention to detail and accuracy
- Good organizational and time management skills
- Customer relationship and service skills

The successful applicant must possess the following attributes;

- Friendly and approachable
- Be sensitive and be culturally aware
- Flexibility and the ability to work on one's own.
- Integrity and confidentiality in all aspects of business

General Physical Demands:

The Visitor Information Counsellor role involves both customer service and light physical activity. The physical demands of the job include, but are not limited to, the following:

- Ability to stand and walk for extended periods (up to 6-8 hours per shift) while assisting visitors and managing visitor center operations.
- Frequent movement between workstations, brochure racks, and retail areas.
- Occasional lifting, carrying, and restocking of brochures, promotional materials, and retail items (up to 25 lbs).
- Frequent bending, stooping, and reaching while maintaining brochure racks, restocking supplies, and organizing merchandise.
- Ability to work at a front desk or counter for long periods, including handling cash transactions and providing customer service.

Environmental Considerations:

- Work is primarily indoors but may include occasional outdoor tasks such as directing visitors, restocking exterior brochure racks, or maintaining site cleanliness.
- Potential exposure to varying weather conditions when working outside or assisting visitors at outdoor information areas.

Sensory and Communication Requirements:

- Ability to communicate effectively with visitors in a busy environment, including speaking over background noise.
- Strong visual acuity for reading maps, brochures, and digital displays.
- Ability to hear and respond to visitor inquiries, phone calls, and emergency situations.

Schedule and Work Expectations:

- Flexibility to work weekends and holidays as needed.
- Ability to adapt to a fast-paced work environment, particularly during peak visitor seasons.

This position requires an individual who is physically capable of performing customer service duties while managing the daily operational needs of a visitor center.

How to Apply: Please apply with your resume and cover letter by email to elliott@albernichamber.ca