



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 all visitors to the Visitor Centre and/or mobile activations. Determine needs and service visitors by providing complete and accurate information;
- Conduct Economic Impact Intercept surveys of visitors to Tofino by approaching visitors at selected locations.
- Assist visitors in a professional, prompt and friendly manner via email, social media, phone, mail, and in person;
- Assist visitors with accommodations, tours, ferry reservations etc. in response to visitor requests as needed/requested;
- Maintain high level of community knowledge on activities and attractions;
- Research relevant community information (events, services, facilities) that may be of interest to visitor;
- Keep brochure racks, retail displays and storage organized and well-stocked. Re-order brochures when necessary;
- Accurately record visitor statistical data in accordance with Tourism Tofino specifications;
- Maintain and update files and reference materials for the Visitor Centre on a continual basis;
- Post current information of interest to the visitor (Road Reports, Tourist Alert, Weather, Fisheries, etc.);
- Make sales transactions for merchandise sold and do daily cash-out reports;
- Provide visitor services at special events or festivals;
- Wear clean and well-maintained designated uniform and nametag while on shift;
- Attend meetings and training events such as: in-service training, product knowledge, familiarization tours, and site visit



- Fulfil information requests and distribute Tourism Tofino materials while developing and maintaining excellent member relations;
- Other duties as assigned by Visitor Services Supervisor or Manager.

Competencies:

- Interpersonal and communication skills (verbal, written and telephone);
- Friendly and outgoing demeanor;
- Work well independently as well as part of a team;
- Computer skills, specifically Microsoft Office, internet search and social media, or willingness to learn;
- Willing to work weekends;
- Must have local accommodation secured;

Work Experience:

- Customer service-oriented jobs and/or volunteer positions will qualify as appropriate work experience

Education:

- Minimum of grade 10;
- Visitor Sales and Services Training (will be provided);
- Product knowledge training for this position will be provided upon commencement of employment.

Job Perks:

- Spend a rewarding summer in Tofino
- Become part of the Destination BC visitor services network
- Inside scoop on all things Tofino including tours + events
- Flexible and inclusive work environment
- On the job training
- Team building + surf lesson
- Familiarization tours with local tour companies
- Co-workers who are passionate about travel
- Network with tourism industry professionals

Start dates in May, June & July

Wage Range: \$19.00-\$21.00

Send coverletter + resume to: jess@tourismtofino.com