

Job Description

Visitor Services Counsellor

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.
- 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, re-ordering 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.
- 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.
- 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).

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.
- End-of-summer bonus of \$1 per hour worked upon successful contract completion*

Start dates in April, May, June & July

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

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