



Visitor Services Assistant Manager

Tofino Visitor Centre

Full-time, Year-round



Role

The Visitor Services Assistant Manager supports the delivery of Tourism Tofino's visitor services programs and experiences. This role is responsible for the day-to-day operation of visitor service activities, including the Cox Bay Visitor Centre, Downtown Visitor Kiosk, ChesterVan, and other mobile visitor engagement initiatives.

Reporting to the Visitor Services Manager, the Assistant Manager helps ensure exceptional visitor experiences that inspire exploration, increase visitor spending and activity participation, encourage return visits, and strengthen destination advocacy

Responsibilities

Operations & Team Leadership

- Support recruitment, onboarding, training, scheduling, and managing visitor staff and volunteers.
- Assist daily operations at all visitor locations and outreach activities. Promote a positive, collaborative, high-performing team culture.
- Ensure consistent, exceptional customer service across all touchpoints. Support the Health and Safety Representative and contribute to safety initiatives.

Administration & Facilities

- Manage visitor services, including payroll, scheduling, records, and reporting.
- Assist in repairs and maintenance of visitor facilities.
- Coordinate waste reduction, sustainability, and operational improvements.
- Ensure visitor-facing technology and equipment are functional and well-maintained.

Visitor Experience & Service Excellence

- Develop systems to continuously improve visitor services, including staff training, product knowledge, familiarization tours, inquiry processes, and service standards.
- Monitor feedback to enhance experiences.
- Ensure Tourism Tofino surpasses provincial Visitor Centre standards.
- Assist with visitor emergency messaging when needed.

Marketing & Community Engagement

- Coordinate and monitor visitor-focused social media and community interactions.
- Maintain Tourism Tofino's events listings and visitor info.
- Provide monthly Visitor Services updates via the Industry News Blog.
- Support visitor/community events and outreach.
- Offer communications, messaging, and corporate support as needed.

Retail & Distribution

- Assist with managing the Visitor Centre retail program to boost revenue and distribute visitor information and promotional materials to key locations.



Budgeting, Reporting & Compliance

- Assist in managing the Visitor Services budget and expenditures. Maintain visitor statistics, performance metrics, tracking systems, and reports. Support sustainability and accessibility initiatives, including certification and improvement strategies.

Representation & Professional Development

- Represent Tourism Tofino at industry events, community functions, external committees, and partner meetings as required.
- Participate in visitor services training, professional development opportunities, and industry conferences.
- Undertake other related duties as assigned.

Requirements

- Must have secured local accommodation. For camper vans and RVs, must have secured an approved parking location due to local bylaws
- Availability to work full-time, including weekends
- Availability to work evenings as required
- Valid Class 5 Driver's Licence
- Must be able to stand for extended periods and lift 50 lbs

Nice to Have:

- Experience driving manual transmission vehicle
- First Aid certification
- Minimum diploma level study in marketing, communications, business or equivalent

Skills and Experience

- 2-3 years of management or supervisory experience, exhibiting expertise in customer services, visitor services, or in the hospitality or tourism industry
- Customer-service-oriented
- Excellent interpersonal, verbal, written and social media communication skills
- Strong leadership, facilitation and supervisory skills
- Strong initiative and resourcefulness
- Ability to exercise sound judgment and carry out responsibilities with minimal direction
- High degree of time management, organization and creativity
- Must work well independently, as well as part of a team
- Proficient computer skills specifically Microsoft Office, internet search and social media
- Excellent knowledge of attractions and tourism products/services in the Tofino area

We Offer

- Professional training through the Destination BC Visitor Services Network.
- Access to current information on local tours, events, and attractions.
- A comfortable, air-conditioned facility.
- On-the-job training and professional development.
- Familiarization tours with local tour operators.
- Co-workers who share a passion for travel.



Compensation \$57,000- \$61,000 + benefits

Benefits Two weeks vacation, benefits package and professional development opportunities

Hours 40 hours per week (5 x 8-hour days, including breaks). Must be available on weekends.

Start dates September-November 2026

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

About Us

Working on behalf of approximately 300 local businesses, the mission of Tourism Tofino is to deliver sustainable growth for our members that contributes economic and social benefits for our community. The Tourism Tofino team is responsible for destination management marketing, stewardship and delivery of exceptional visitor services.

Tourism Tofino values diversity, equity, and inclusion and encourages applications from all qualified individuals. We are dedicated to providing workplace accommodations for employees with disabilities and will ensure the necessary support is in place to help you succeed, both during the recruitment process and throughout your employment. Let us know if you require any adjustments at any stage to be set up for success.

We recognize the importance of psychological health + safety in the workplace. We will promote a positive working environment where management and employees collaborate to achieve our goals while promoting the physical and mental health of all employees.