Tourism Tofino



Visitor Services Counsellor

Tofino Visitor Centre

Full-time, Year-round

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

- Greet visitors and make them feel welcome at the Visitor Centre or mobile locations.
- Identify visitors' needs and provide accurate, helpful information.
- Assist visitors promptly and professionally through email, social media, phone, mail, and in person.
- Help with requests regarding accommodation, tours, and ferry reservations when requested.
- Stay informed about local activities, attractions, and community updates.
- Research community info like events, services, and facilities that may interest visitors.
- Keep displays organized and ensure brochures and retail areas are stocked.
- Record visitor statistics.
- Maintain reference materials and keep files up to date.
- Post current visitor information such as road reports, weather, alerts, and fisheries updates.
- Process merchandise sales.
- Complete daily cash-out.
- Provide support at events and festivals.
- Wear proper uniform and nametag.
- Attend meetings and training.
- Distribute Tourism Tofino materials and maintain strong member relationships.
- Perform other duties as assigned by the Visitor Services Supervisor or Manager.

Requirements

- Minimum of grade 10
- Must have secured local accommodation. For camper vans and RVs, must have secured an approved place to park due to local bylaws.

Nice to Have

- First Aid certification
- Experience driving manual transmission vehicle
- Valid Class 5 Driver's License

Skills and Experience

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

Job Perks

- Join the Destination BC network
- Learn insider tips on Tofino tours and events
- Work in a flexible, inclusive environment
- Enjoy an air-conditioned workspace
- Join team-building activities and a surf lesson
- Take familiarization tours with local operators
- Work with travel-passionate teammates

About Tourism Tofino

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.

Compensation $22-25/hr

Hours 37.5 hours per week (5 x 7.5 hour days). Must be available on weekends.

Start dates December 2026 – January 2027

Apply by December 6, 2026

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