



## **Job Description: Visitor Intercept Surveyor**

Part-time, Temporary

### **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 to economic and social benefits for our community.

### **Role:**

**Set your own hours between 9:30 am and 5:00 pm, daily, 5-25 hours/week.**

Surveyors will conduct Economic Impact Intercept surveys of visitors to Tofino by approaching visitors at selected locations. The surveys will be conducted on an iPad.

### **Overview of Visitor Intercept Survey:**

- Tourism Tofino has been conducting surveys of visitors in the region as a tool to provide profiles of visitors.
- This survey helps Tourism Tofino understand visitor volume, needs and preferences, as well as allows the organization to target the right visitors. The results are also used in marketing materials and regional economic development efforts.
- The results of survey will be [published](#) and distributed for community use.
- As a part of the surveyor team, you will be playing an important role in future development of Tourism Tofino and your community.

### **Competencies:**

- Interpersonal and communication skills, comfortable in approaching respondents;
- Friendly and outgoing demeanor;
- Work well independently;
- Able and willing to conduct surveys outdoors for 3-6 hours each shift. Surveyors will not be asked to work in inclement weather conditions.
- Surveyors will be asked to wear a name tag and smart casual attire that is suitable for the weather.
- Must have local accommodation secured;

### **Work Experience:**

- Customer service-oriented jobs and/or volunteer positions will qualify as appropriate work experience.
- Training will be provided prior to the survey period.

**Start dates: Dec-Jan**

**Wage Range: \$19.00-\$21.00**

**Send resumes to: [jess@tourismtofino.com](mailto:jess@tourismtofino.com)**

