

## **Position Description**

### **Visitor Services Counsellor**

#### **Reports to: Visitor Services & Membership Coordinator**

#### **Overview**

The Visitor Services Counsellor is an important link between the visitor and the tourism industry products and service providers. The Visitor Services Counsellor is responsible for maintaining the day-to-day operations of the Visitor Centre under the direction of the Visitor Services Supervisor. This includes ensuring that the Visitor Centre is represented to the public in a pleasing, organized and professional manner.

This position is seasonal full-time, 5 days per week. Working schedule may vary according to Visitor Centre requirements influenced by, but not limited to, staffing levels, local events, and seasonality. Flexibility on hours required, including potential early morning, evening, and weekend work.

This position reports to the Visitor Services & Membership Coordinator, Travel Penticton.

#### **Roles/Responsibilities** (include, but not limited to;)

- Offering information and promoting tourism products and services.
- Assist with accommodations, tours and general inquires in response to visitor requests.
- Provide visitors with creative recommendations and activity options to encourage them to stay longer or return.
- Provide clear and concise directions.
- Always be up to date on new things to do and see in and around the city.
- Keep brochure racks, retail displays, and storage organized and well filled.
- Facilitate sales transactions for merchandise sold in the Visitor Centres and perform a daily cash-out.
- Gather and record statistical information related to each visitor.
- Keep Visitor Centre locations clean and presentable.
- Perform other administrative tasks as required.
- Attend special events or festivals throughout the summer which includes set-up and teardown of the Mobile Visitor Centre booth and tent.
- Assist the Penticton & Wine Country Chamber of Commerce with various tasks and administrative duties, as needed, when scheduled at the Peach Visitor Centre location.

#### **Knowledge, Skills, and Abilities Required**

- Knowledge of attractions and tourism products and services in the Penticton area.
- Comprehensive knowledge of local, regional and provincial driving routes and driving times.
- Comprehensive knowledge of Penticton businesses (Food and Beverage/Shopping/Services).
- Must have a friendly and outgoing demeanour, and enjoy working in a team environment as well as independently.
- Excellent interpersonal skills, customer service skills, telephone and organizational abilities.

- Good working knowledge of computers, specifically Microsoft Office, internet search engines, and social media.
- Able to work in a fast paced environment and multitask.
- Must be able to work flexible hours including weekends and evenings as required.
- Previous experience handling cash and doing cash-outs.
- Previous experience working with Square POS an asset.
- Valid BC Driver's license or reliable transportation.
- The ability to work outdoors and lift boxes of merchandise for the Mobile Visitor Centre.
- Comprehensive knowledge of where to find specific information on [visitpenticton.com](http://visitpenticton.com) and other relevant websites.

## Key Functions

### Delivering the Experience:

- You will ensure a consistent customer service experience is delivered to every visitor that walks through the door.
- You will also respond to all types of feedback from guests to the Visitor Centre and resolve experience-related issues, if they arise.

### Marketing & Communication:

- Being mindful that Travel Penticton is a marketing organization, brand is very important to our organization. Therefore, consistent internal and external communications are key. Each customer touch-point is an opportunity to have a guest to the Visitor Centre stay a day longer, experience something new and therefore spend a little more in our area.

## Skills & Abilities

- Extensive knowledge of local attractions, events and the tourism industry is essential.
- Excellent verbal and written communication skills; testing will be part of the selection process.
- Strong comfort on the Microsoft Office suite of products; knowledge of Social Media (Facebook, Twitter, Instagram) would be an asset.

## Qualifications

- Previous experience in hospitality/tourism and customer service roles an asset.
- Previous experience in retail an asset.