

VISITOR SERVICES COORDINATOR (Maternity Leave)

POSITION DESCRIPTION

The Visitor Services Coordinator oversees the day-to-day operation of the Travel Penticton Visitor Centre(s), assisting visitors by providing information, as well as supervising staff and carrying out administrative functions. They often perform the same tasks as a Visitor Services Counsellor, but must divide their time between those duties and the supervisory duties of planning, facility operations and appearance and staff supervision.

The Visitor Services Coordinator may also assist the Member Services Manager with coordinating and executing Travel Penticton Member Events and Development.

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

This position reports to the Executive Director, Travel Penticton Society.

ROLES & RESPONSIBILITIES

- Manage human resources, such as scheduling staff and conducting training to Destination BC standards
- Oversee exterior and interior facility appearance to a high standard and maintenance as needed, for all Visitor Centre locations
- Oversee information services, brochure and rack card management, visitor guide distribution
- Retail operations: stock ordering, pricing, inventory control & management, Point of Sale (POS)
- Stay current with trends; always looking for ways to improve the visitor experience
- Set-up and maintenance of Mobile Visitor Centre including tents, tables, retail and displays; manage attendance at various events such as the Saturday Community Market and other major events
- Ensure Penticton's brand is well-represented in the Visitor Centre
- Ensure the Penticton Visitor Centre, as one of Destination BC's Network Visitor Centre's, complies with requirements in order to maintain funding levels (including submission of statistics, etc.)
- Perform administrative tasks; scheduling, daily sales, visitor statistics and submission to DBC as required
- Coordinate familiarization tours for Visitor Centre staff to visit Member businesses & popular attractions
- Develop strategies for revenue generation including: retail, cooperative partnerships and other opportunities
- Collaborate with the Executive Director regarding the performance of the Visitor Centre as a business, assist with the creation of an annual operating budget
- Collaborate with the Executive Director focusing on the visitor "experience" and opportunities for increased visitation and revenue generation
- Collaborate with Member Services Manager on Member opportunities, displays, brochure racking and other opportunities in the Visitor Centre(s)
- Collaborate with Member Services Manager to plan and execute the TRUE Penticton Experience Market
- Collaborate with Member Services Manager to plan and execute Travel Penticton Member Development (Workshops, Training & Certifications)
- Collaborate with Social Media Manager to develop content and manage posts for the Visitor Centre's Instagram account.

ESSENTIAL SKILLS/JOB REQUIREMENTS

- Previous experience in supervisory or customer service role is required
- Extensive knowledge of local attractions, events and tourism services is required
- Excellent communication skills
- Strong administrative, organizational & time management skills
- Previous experience with Point of Sale (POS), merchandising and inventory management required

KEY FUNCTIONS

Human Resources:

- Working with the Executive Director, oversee the hiring of the Visitor Centre staff team. Schedule staff and conduct training and ensure the Visitor Centre team feels empowered, mentored, engaged and enthusiastic
- Apply for Canada Summer Jobs and/or other applicable wage subsidies and grant applications

Delivering the Experience:

- Ensure a consistent, high level of customer service is delivered to every visitor that walks through the door
- Collaborate with Social Media Manager to develop content and manage posts for the Visitor Centre's Instagram account.
- Respond to all types of feedback from guests to the Visitor Centre and resolve experience-related issues, if they arise
- Ensure all Visitor Services Counsellors are up-to-date on product offerings and digital platforms

Business Management:

- Focus on generating revenues through potential expansion of promotional service offerings for stakeholders throughout the Visitor Centre (including but not limited to brochure racking, tour sales, the facilitation of real-time bookings if applicable), working with the Member Services Manager for current Member list
- Maximize in-house and online retail sales; research new retail opportunities and partnerships
- Submitting daily/weekly cash reports, scheduling retail inventory etc.
- Plan/Organize annual member events (Such as TRUE, alongside Member Services Manager)

Administration:

- Ensure the Visitor Centre is administratively sound and organized. Liaise and be an integral part of the Travel Penticton Marketing Team
- Provide bi-weekly staff reports including statistics and retail sales to the Executive Director
- Provide verified bi-weekly timesheets for all Visitor Centre staff to accounting

SKILLS/ABILITIES

- Extensive knowledge of local attractions, events and the tourism industry is required
- 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 (Google My Business, Facebook, Twitter, Instagram) would be an asset
- Strong administrative, time management and project management skills
- Familiar with relevant tourism and directional apps and websites (ex: TrailForks, AllTrails, DriveBC, Weather, etc.)
- Previous experience with Point of Sale (POS), merchandising and inventory management required
- Experience with Square (Inventory, Payments, Point of Sale, Register, Square Online) an asset

QUALIFICATIONS

- Previous experience in hospitality/tourism and customer service roles
- SuperHost® or other customer service certifications an asset
- Strong comfort on Microsoft Office suite of products; knowledge of Social Media (Facebook, Twitter, Instagram) an asset.
- Previous experience in retail
- Previous experience in a supervisory role