



JOB SPECIFICATION – Tourism Visitor Information Counsellor

May 8, 2019

ORGANIZATION:

Advancing Crystal Beach, PO Box 1473, Crystal Beach, ON, L0S 1B0

TERMS AND CONDITIONS OF EMPLOYMENT:

Title: Tourism Visitor Information Counsellor

Reporting Relationship: The Tourism Visitor Information Counsellor shall be an employee of Advancing Crystal Beach and shall report to the Crystal Beach Makers Market Manager; Lisa Kelleher.

Compensation: Advancing Crystal Beach shall provide wages directly to the employee, in the minimum amount of \$14.00 per hour to be paid on a bi-weekly basis.

Status: Contract employee from June 2, 2019 to October 13, 2019.

Start Date: Sunday, June 2, 2019.

Hours of Work: The Tourist Information Booth shall operate Sunday from 9:00am – 3:00pm beginning on June 2, 2019 and ending October 13, 2019. You are entitled to a 30-minute unpaid meal break and expected to arrive 15 minutes prior to the start of your shift.

POSITION OBJECTIVE OF THE TOURISM VISITOR INFORMATION COUNSELLOR:

The role of the position shall be an information source and share knowledge about local attractions, festivals, events, dining and entertainment, shopping, trails, beaches and more to visitors to the Tourist Information Booth. The Tourism Visitor Information Counsellor shall be responsible for communicating clearly on a face-to-face basis with visitors and to act in a professional, enthusiastic and excited manner while promoting Fort Erie and the surrounding area. The Tourism Visitor Information Counsellor shall also be responsible for collecting key data and statistics to be used for past season review and analysis.

DUTIES AND RESPONSIBILITIES:

1. Greet visitors to the Tourist Information Booth in a professional and welcoming manner;
2. Promote local tourism products, services and events which will promote longer stays in the Fort Erie area;
3. Maintain brochure racks and ensure adequate inventory is always on hand;
4. Determine visitor needs, interests and provide accurate information to visitors regarding local attractions, dining and entertainment, shopping, transportation, accommodation, trails, beaches, local events, festivals etc.
5. Gather and record statistical information related to each visitor party (visitor origin, purpose of their trip, first-time visitors/returning, areas of interest), number of visitors to the booth on a daily basis, and materials moved.