



JOB DESCRIPTION

Visitor Experience Coordinator

Department	Community Services
Hours of Work	40 hours per week
Rate of Pay	\$40.89 after probation

POSITION SUMMARY:

The Visitor Experience Coordinator must be a passionate promoter of Dawson Creek and the wider community. Using your interpersonal-communication skills and your passion for tourism, you will play a vital role in promoting and enhancing year-round visitor experiences within Dawson Creek. Your responsibilities will include operating a year-round Visitor Information Centre, gift shop and developing and implementing creative strategies to engage tourists with the goal of lengthening their stay in Dawson Creek. Under the supervision of the Manager of Tourism, Emergency, and Climate Readiness, this position will liaise with local and regional stakeholders and City Departments to showcase Dawson Creek and surrounding areas and develop experiences. The Visitor Experience Coordinator will lead a team of seasonal ambassadors to ensure memorable experiences for all visitors.

KEY DUTIES PERFORMED:

1. Oversees the operations and financial management of day-to-day operation of a visitor information center, including gift shop operations, brochure creation, visitor tracking and merchandising.
2. Supervises visitor center team and contractors, including shift scheduling, orientation, training development and delivery of programs and projects.
3. Provides year-round visitor information services and acts as a liaison between tourists and local businesses, attractions and amenities.
4. Develop, organize, and schedule presentations and site visits for caravans, media and leisure tour groups.
5. Supports the execution of plans such as the Dawson Creek Community Tourism Plan, the Official Community Plan, and others as required.
6. Collaborates with tourism partners, local businesses, and community stakeholders to create cohesive visitor engagement initiatives to encourage tourists to stay longer within our community and region and leveraging and creating tourism development opportunities and “stay and play” programs.
7. Works in partnership with regional stakeholders including, but not limited to: Northern BC Tourism Association, Destination BC, Northern Lights College, Dawson Creek & District Chamber of Commerce, Indigenous Tourism BC, and regional visitor centers.
8. Promotes Tourism Dawson Creek and event opportunities at local events such as the parade, tradeshow, Dawson Creek Exhibition and the Mile Zero Show ‘n’ Shine.
9. In partnership with other City Departments and partners, supports marketing strategies to promote events and attract visitors, through the use of digital marketing tools, social media, and traditional

advertising methods.

10. Support content development and system management of the Community Calendar, social media platforms and Tourism Dawson Creek Website.
11. Maintains an inventory of accommodations, campsites, stakeholders, and key contacts.
12. Explore funding opportunities (grants, sponsorships) with potential partner programs such as Destination BC, Northern BC Tourism, Indigenous Tourism BC, NDIT, etc.
13. Plays a role in Emergency Operations Centre (EOC) and Emergency Support Services (ESS) as required by the nature of the incident.
14. Prepares reports for City Council and management as requested.

REQUIRED KNOWLEDGE, ABILITIES & SKILLS:

1. A diploma in a relevant subject area such as tourism, public relations, business administration or other related discipline or an equivalent amount of experience.
2. Minimum of two (2) years' experience in a local government role in the areas of tourism, customer service, or supervising a retail sales team.
3. Valid driver's license.
4. Experience managing budgets.
5. Experience developing social media and website content.
6. Satisfactory Criminal Record Check required.
7. The ability to perform all the duties outlined in a safe manner following established Facility Procedures, Occupational, Health & Safety Rules, and Violence in the Workplace policies and W.C.B. Regulations, i.e. WHMIS, T.D.G.

DESIRABLE KNOWLEDGE, ABILITIES AND SKILLS:

1. Knowledge of marketing, public relations, and content capture.
2. Training or education in tourism, travel, marketing, and visitor services is an asset (Tourism Management, Visitor Services, World Hosts, SuperHost, Customer Services Training).
3. Involvement and experience in event management, with knowledge and awareness of sports and event tourism, including key players and business models.

NOTE: The duties listed are not set forth for the purpose of limiting the assignment of work and are not to be construed as a complete list of the duties normally to be performed under a job title or those duties temporarily performed outside the normal line of work.