



## JOB DESCRIPTION

### Tourism Ambassador

<b>Department</b>	Community Services - Tourism	<b>Reports To</b>	Tourism, Emergency and Climate Readiness Manager, Visitor Experience Coordinator
<b>Directly Supervises</b>	N/A		
<b>Indirectly Supervises</b>	N/A		
<b>Union</b>	CUPE 2403		

#### **POSITION SUMMARY:**

Under the direction of the Tourism, Emergency and Climate Readiness Manager, Visitor Experience Coordinator or designate the Tourism Ambassador(s) assist in providing a friendly and welcoming experience to Dawson Creek. Responsibilities include maintaining the cleanliness and organization of the Tourism Dawson Creek operations, welcoming visitors and performing administrative tasks while delivering exceptional customer service.

#### **KEY DUTIES PERFORMED:**

1. Assists visitors in customized experiences and connects them to local businesses to fulfill their travel needs including securing activities and accommodations.
2. Welcomes and counsels visitors at the Cairn/NAR Park via the mobile visitor Centre.
3. Handles operational tasks for the retail store including transactions, opening and closing cash procedures and inventory.
4. Keeps the merchandise and brochures tidy and well stocked.
5. Supports public speaking presentations to promote Dawson Creek and the Alaska Highway.
6. Supports Event Tourism activities by creating welcome packages for sport and conference attendees.
7. May attend and promote Tourism Dawson Creek and the City of Dawson Creek at event opportunities, such as the parade, tradeshow, Dawson Creek Exhibition and the Mile Zero Show 'n' Shine and other trade or consumer shows.
8. Works outdoors in a variety of weather conditions (excluding winter), as required by operational duties.
9. Maintains a good working relationship with stakeholders, visitors, community members and other staff in a positive inclusive working environment.
10. Supports the development of digital content, website content and brochures.
11. Records, maintains, and submits accurate visitor services data and statistics.
12. Supports cleaning tasks related to the operation of Tourism Dawson Creek.

## **HEALTH AND SAFETY RESPONSIBILITIES:**

All employees of the City of Dawson Creek are responsible for helping to maintain a safe and healthy workplace. In this role, you are expected to:

- Take reasonable care to protect your own health and safety and the health and safety of others.
- Follow all Occupational Health & Safety (OHS) policies, procedures, regulations, and instructions.
- Perform your work according to established safe work practices.
- Use and wear required personal protective equipment (PPE) and safety devices.
- Avoid unsafe behaviour that could put yourself or others at risk and ensure you are fit for work and not impaired.
- Report to your supervisor any unsafe conditions, hazards, damaged or missing safety equipment, or violations of safety rules.
- Cooperate with workplace safety committees, safety representatives, and WorkSafeBC Officers as required.

## **REQUIRED KNOWLEDGE, ABILITIES & SKILLS:**

1. Valid BC Driver's License.
2. Must be between 15 and 30 years of age (inclusive).
3. Compliance with and approval of a Criminal Record Search (including Vulnerable Sector).
4. Ability to work independently and alone when required.
5. 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 WorkSafe BC Regulations (i.e., WHMIS).

## **DESIRABLE KNOWLEDGE, ABILITIES AND SKILLS:**

1. Knowledge of British Columbia and surrounding regions, with an emphasis on Dawson Creek, Northern British Columbia region, and the Alaska Highway.
2. Current Standard First Aid CPR C.
3. Fluency in a second language.

**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.**