



JOB DESCRIPTION

Lead Tourism Ambassador

Department	Community Services
Hours of Work	Full-Time (40 hours per week)
Rate of Pay	\$28.09 after probation

POSITION SUMMARY:

Under the direction of the Community Culture and Recreation Manager, Visitor Experience Coordinator or designate the Lead Tourism Ambassador supports the operations of Tourism Dawson Creek. This position supervises the Tourism Dawson Creek's Seasonal Ambassadors during the summer months and is the key ambassador during winter months. Responsibilities include maintaining the cleanliness and organization of the Visitor Centre, performing administrative tasks, financial reconciliation and delivering exceptional customer service.

KEY DUTIES PERFORMED:

1. Handles operational tasks for the retail store including transactions, opening and closing cash procedures and inventory tasks.
2. Keeps the merchandise area tidy and well stocked, storage maintained, and brochure displays stocked.
3. Assists the Visitor Experience Coordinator by providing leadership and supervision to seasonal staff with respect to the day-to-day operations of Tourism Dawson Creek, which includes delegating work, establishing priorities, and ensuring timelines and goals are achieved.
4. Supports the planning, scheduling, and facilitation of Caravan presentations and interactions with large touring groups.
5. Supports Event Tourism activities such as tracking and creating welcome packages for sport and conference attendees.
6. 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.
7. Assist visitors in customized experiences and connect them to local businesses to fulfill their travel needs including securing activities and accommodations.
8. Maintains a good working relationship with stakeholders, visitors, community members and other staff in a positive inclusive working environment.
9. Supports the development of digital content, website content and brochures.
10. Records, maintains, and submits accurate visitor services data and statistics.

11. Responsible for cleaning tasks related to the operation of the Dawson Creek Visitor Centre.
12. Act as an alternate on the Joint Occupational Health and Safety Committee.
13. Public speaking presentations in pursuit of the promotion of Dawson Creek and surrounding area. Presentations include information on local history and current experience opportunities in our region and the Alaska Highway Route.
14. Plays a role in Emergency Operations Centre (EOC) and Emergency Support Services (ESS) as required by the nature of the incident.

REQUIRED KNOWLEDGE, ABILITIES & SKILLS:

1. Valid BC Driver's License.
2. Minimum 17 years of age by hiring date.
3. Compliance with and approval of a Criminal Record Search (including Vulnerable Sector).
4. 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.
4. Experience using online design and visual communication platforms (Canva or similar) for marketing purposes.

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.