



JOB DESCRIPTION

Tourism Ambassador

Department	Community Services
Hours of Work	Casual, Seasonal
Rate of Pay	\$22.12 after probation

POSITION SUMMARY:

Under the direction of the Community Culture and Recreation 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 Visitor Centre, performing administrative tasks, and delivering exceptional customer service.

KEY DUTIES PERFORMED:

1. Assist visitors in customized experiences and connect them to local businesses to fulfill their travel needs.
2. Maintain a good working relationship with stakeholders, visitors, community members and other staff in a positive inclusive working environment.
3. Create and maintain a welcome and friendly visitor centre in Dawson Creek.
4. Support the development of social media content and brochures.
5. Assist visitors with securing activities and accommodations as required.
6. Handle operational tasks for the retail store including transactions, opening and closing cash procedures and inventory tasks.
7. Record and maintain accurate visitor services data.
8. Keep merchandise area tidy and well stocked, storage maintained, and brochure displays stocked.
9. Responsible for cleaning tasks related to the operation of the Dawson Creek Visitor Centre.
10. 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.

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).

Tourism Ambassador
February 2025

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.

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.