



Job Posting
Visitor Information Counsellor
Nuu-chah-nulth Employment and Training Program

Location: Alberni Valley Chamber of Commerce

Salary: \$17.50/hour for 35 hours per week

Terms of Employment: Seasonal

Job Title: Visitor Information Counsellor (NETP Summer Youth)

The Alberni Valley Chamber of Commerce is the “voice of business” for the entire region. Registered under the Federal Board of Trade Act, the Chamber is a membership-driven organization focused on continually improving the business climate in the community. The Chamber operates the Visitor Information Centre and the McLean Mill National Historic Site. The Visitor Centre operates 7 days a week in the summer season.

Job summary

Identifying visitor needs, offering information, and selling tourism products and services. A Visitor Information Counsellor (VIC) is an ambassador to tourism in our province – an extremely important role. The VIC have a direct impact on the visitor’s impression of BC and the Alberni Valley, encouraging the purchase of tourism products and services, longer stays and travel in all regions of the province.

Duties and Responsibilities:

- Identify information needs in support of visitor requests
- Provide accurate information to visitors regarding destinations, transportation, accommodations, etc., options and costs, and suggest suitable products in the community, region or province via mail, phone, email and in person
- Assist individuals or groups to organize vacation/travel plans
- Promote and sell tourism products and services
- Ensure visitor understanding of information provided
- Distribute promotion materials
- Encourage new and return visits
- Gather and record statistical information related to each visitor party
- Post current information of interest to visitors such as Tourism Alert, road, ski and weather reports
- Stock and sell retail merchandise and handle cash transactions

- As described in daily shift procedures: cash out and balance of Visitor Centre float, and inventoried items for sale
- Maintain brochure racks and ensure adequate inventory is always on hand
- Gather information and develop new resources
- Review existing materials and update them as necessary
- Work with industry partners
- Comply with professional dress code and grooming standards
- Follow all Standard Operating Procedures as outlined for the Visitor Centre
- Perform other administrative tasks as required

Qualifications:

- **Must be a full-time student, returning to full time studies in the fall/winter of 2024/25.**
- **Must be First Nations person living in the Nuu-chah-nulth Education and Training Program Service Area**
- Desire to understand and grow a retail operation
- Excellent communications skills – face to face, telephone and written
- Excellent customer service skills
- Able to work in a fast-paced environment and multi-task
- Current computer skills including internet and email, and point of sale software
- Time management skills
- Outgoing, friendly, welcoming demeanour
- Must be available to work weekends when scheduled
- A valid driver's license would be an asset or have reliable transportation

How to Apply:

Please apply with your resume and cover letter by email to jolleen@albernichamber.ca