

DESTINATION GREATER VICTORIA

Job Description – Visitor Information Counsellor (Seasonal: April – October)

Title

Visitor Information Counsellor (Seasonal: April – October)

Reports To

General Manager, Visitor Services

Summary

The Visitor Information Counsellor (VIC) shows excellence in customer service and revenue generation. VIC's have the vital role of selling our member businesses' attractions, services, and products to visitors/locals and ensuring they receive the information needed to have an unforgettable stay in Greater Victoria and beyond. The intention is to work on return visits and to extend the length of stay within the region and beyond. This position offers the opportunity for a professional, sales driven individual to be a positive contributor in a vibrant and dynamic industry.

Job Duties

- Ensure excellence in customer service and deliver on the key performance indicators (KPI) for the Visitor Centre.
- Develop a strong knowledge of Destination Greater Victoria's (DGV) member businesses to best sell and promote their products and services.
- Supply correct and up-to-date information to the public; plan travel itineraries, respond to visitor inquiries in person, over the phone, by email and social media accounts, always with the common goal of revenue generation and extending lengths of stay.
- Ensure the Visitor Centre is welcoming, music is at an acceptable level, equipment and materials needed to perform daily duties are replenished and brochures and vacation guides are fully stocked and up to date.
- Booking attractions, tours, etc. using our online POS and monitoring restocking of inventory as needed
- Processing electronic payments and occasional cash handling and reconciliation where necessary.
- We will call on you to perform other duties as needed.

Key Qualifications – Knowledge and Experience

- Experience working in a front-line sales-based customer service role.
- Experience working in the tourism industry is an asset.
- Strong knowledge of Greater Victoria, Vancouver Island, surrounding areas and BC.
- Strong knowledge of local attractions, transportation and accommodations.
- Strong knowledge of basic software systems needed e.g. MS Word, Excel and Outlook.
- Ability to speak a second language is an asset.
- Knowledge of local indigenous culture is an asset.

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- Health and safety experience and/or being able to respond calmly in emergency situations is an asset.

Personal Attributes

- An energetic, outgoing personality is welcomed for this position.
- Adaptable, flexible, self-motivated, and strong customer service skills are all assets. Teamwork is highly valued.

Working Conditions

- Ability to work up to 8 hours a day, and to stand for extended periods of time.
- Ability to lift 40lbs.
- Ability to respond to safety emergencies is an asset.
- Flexibility to work at different venues in the Greater Victoria area as needed.
- Driver's license is an asset.

Hours of Work

- The Visitor Centre is open 7 days a week, VIC's work weekdays, weekends, and statutory holidays, generally from 9:00am – 5:00pm or later. Opening and closing shifts can expect to start before 9:00am and end past 5:00pm. There is a demand for split shifts at times and will be discussed with you ahead of time.
- Shifts stationed at Ogden Point may end as late as 9:30pm/10:00pm, depending on the cruise ship schedules during high season.
- This is a temporary seasonal position for April to October.