

Golden Visitor Services Manager Job Description

Tourism Golden is seeking a seasonal Visitor Information Services Manager to join our team between April and late September 2022. If you are a team player with proven leadership and communication skills who is passionate about connecting people to the enriching experiences and outdoor adventures that our community has to offer, and supporting our tourism businesses, we'd love to hear from you.

About the Visitor Services Manager Role:

You will report to the Executive Director of Tourism Golden, the Destination Management Organisation (DMO) whose goal is to grow visitation in Golden responsibly and sustainably, representing and supporting the tourism industry and all its stakeholder businesses in promoting Golden as a unique, authentic, and inclusive mountain adventure destination.

The goal of the visitor centre and visitor information services is to distribute information on accommodations, activities, experiences, and services through multiple channels, and to provide the visitor with customised knowledge to ensure they experience an exceptional vacation, encouraging them to stay longer and return in the future, and become promoters of Golden as a vacation destination.

You will be responsible for the day-to-day management of the Golden Visitor Centre and additional visitor information channels which include remote digital kiosks, digital and social media channels, a volunteer ambassador program, and a new community education event.

The Role of a Visitor Services Manager is to:

- Implement the visitor services annual plan, including the daily seasonal operation of the Golden Visitor Centre, and to ensure Visitor Centre Network criteria and key performance targets are met.
- Promote the community of Golden and CSRD Area A through a variety of communication channels by encouraging multiple activity and experience options that enhance and extend visitor stays or encourage return visits.
- Improve the level and quality of community visitor services provided through staff training, community ambassador engagement, resource materials, use of digital and social media channels and,
- Be the contact person for visitor information services in Golden.

Skills, Attributes, Experience & Qualifications of the Visitor Services Manager include:

- Proven project management skills and experience.
- Supervisory or management training and experience.
- Strong interpersonal skills.
- Good organizational skills with attention to detail.
- Ability to meet deadlines.
- Ability to manage sales and other performance reporting.
- Experience in sales and retail management, including inventory management and cash-handling procedures.
- Excellent communication skills.
- Proficiency in MS office and Google Suite (Gmail, Google Docs etc.).
- Ability to create content and to manage visitor information and visitor network communication through social media platforms.
- Ability to deliver in-person or virtual training.
- Experience in the tourism industry.
- Visitor Services Basics training (to be achieved within one month of becoming manager) and recommended SuperHost® certification.
- Proficiency in additional languages such as French, German, Chinese and Spanish are considered an asset.

Primary Duties and Responsibilities of the Visitor Services Manager:

Operations:

- Manage operations to achieve key performance targets as outlined in the business plan.
- Manage operational budget for visitor information services and maintain accurate financial and other reports.
- Implement safe cash handling procedures, ensure accurate reconciliation, perform regular bank deposits.
- Ensure minimum network standards are met.
- Implement face-to-face, digital, and social media service levels per business plan and determine changes per identified usage trends.
- Manage revenue generation opportunities through advertising, retail sales, direct bookings, and other streams.
- Manage an inventory control system for publications and retail items.
- Coordinate interior and exterior building and site maintenance.
- Manage janitorial contract and supplies, ensuring regular cleaning and stocking of facilities.
- Collect, maintain, and submit accurate statistical reports.
- Organise displays and brochure racks and ensure sufficient stock available.
- Post tourist alert details and other emergency information.
- Regularly check the Visitor Services Network Engagement Portal for program updates and information.
- Regularly update and maintain events calendar on Tourism Golden website.
- Implement a volunteer ambassador program, recruiting, training, and supporting community volunteers.
- Package and distribute Tourism Golden print materials to Visitor Centres across the province.
- Maintain accurate records and procedures in case of emergency.
- Update and communicate the COVID protocols and procedures for staff and visitors.

Staffing:

- Recruit, interview and select staff.
- Train staff in the Golden tourism product, Tourism Visitor Information Counsellor (TVIC) training and Superhost® course (optional) complete course administration as required.
- Supervise and motivate staff.
- Complete employee job evaluations and performance management as required.
- Orientate and train new employees.
- Ensure staff are kept up to date on all important communication through regular staff meetings and bulletins.
- Update training resources and guides, creating new documents as required.
- Handle complaints and difficult situations and,
- Schedule staff per office requirements and in compliance with the Employment Standards Act.

Communications:

- Report to Tourism Golden Executive Director on key performance indicators, visitor and industry trends, problems, suggestions, and opportunities.
- Submit monthly statistics to network visitor services.
- Submit monthly manager's report with key performance dashboard and budget updates to Tourism Golden E.D. and board of directors.

Position type, hours & remuneration:

This is a seasonal full-time position starting April 2022. The position requires 37.5 hours weekly during May to September and requires working weekends, evenings, and statutory holidays. The position is paid up to \$24 per hour, depending on experience and qualifications.

Some travel may be required. Travel costs are reimbursed at the BC Government group II rates for travel.

Applications by e-mail only to manager@tourismgolden.com

Only complete applications will be considered.

Applications must include:

- Current resume
- covering letter outlining your suitability for the role
- and 2 references or referee details. Include your name and the position applied for in the subject line.

Only successful candidates will be contacted for interview.