



Entity: Spectra Venue Management, Tourism Dawson Creek (Dawson Creek, BC)
Title: Supervisor, Visitor Services
Department: Tourism Dawson Creek
Reports to: Manager, Visitor Services; or other as designated
Supervises: n/a
Type: Part Time, Hourly

SUMMARY:

Spectra Venue Management is the operator of the Encana Events Centre and Tourism Dawson Creek. Tourism Dawson Creek is the recognized Destination Management Organization for the City of Dawson Creek, responsible for marketing to leisure visitors, while developing and promoting event tourism for the City of Dawson Creek. Tourism Dawson Creek manages the Dawson Creek Visitor Centre and the Alaska Highway House.

The Supervisor Visitor Services is responsible for providing a supporting role in the implementation of the Visitor Services Plan, and other strategies to grow, enhance tourism with in Dawson Creek. Moreover, you will assist in the training, mentor and overseeing the staff, the functioning, maintenance, preparation, implementation, execution and evaluation of the Visitor Centre and Alaska Highway House.

You are a shameless promoter and passionate about Dawson Creek, the Peace Region and the Alaska Highway, being an ambassador to everyone that they meet. You will assist in maintaining the compliance of Destination British Columbia's Visitor Centre Network standards, staffing of the VC, departmental financial controls and reporting. You will collaborate with Local, regional stakeholders to further market and grow tourism with Dawson Creek

Qualifications:

- Ability to contribute as a member of a small, energetic, professional team as well as the ability to work independently
- Must be a solution-based thinker orientated to achieve results while effectively multitasking numerous projects and organization roles
- Excellent communication and interpersonal skills
- Keen attention to detail
- Experience with Microsoft Office including Word, Excel, and PowerPoint
- Experience in researching and report writing is an asset
- Experience working with Budget and managing project finances is an asset
- Willingness to learn about regional structures and programs
- Willing to be certified as a Destination British Columbia Visitor Centre Counsellor
- Have a Visitor Information Counsellor Certificate
- Have 3 years of on the counter counselling
- Ability to maintain confidentiality
- Be professional, friendly, helpful and resourceful
- Ability to communicate effectively with government officials and funding partners
- Public Speaking will be considered an asset (needed for bus welcomes and caravan presentations)

Duties and Responsibilities

Office Operations

- Operate and maintain the Visitor Centre and Alaska Highway House
- Engage and assist visitors and stakeholders
- Answer phone calls, e-mails, and inquiries
- Receive and process mail, including coding invoices for payment
- Aid in the training and supervision of visitor centre staff at both the Alaska Highway House and Visitor Centre
- Search for events, with stakeholders, submit and manage events calendar
- Assist in the coordination of staff requirements and related briefings, annual reporting, etc.
- Manage all aspects of the distribution of the Dawson Creek Visitor Guide.
- Manage all aspects of brochure management – inventory, order, mail and track.
- Assist Visitor Services Manager with Caravan Presentations

Community, Stakeholders, and Industry

- Work with and engage with stakeholders
- Assist with Familiarization Tours, presentations, and site visits (ie. Caravans, Media and leisure)
- Foster relations with other community, regional and provincial stakeholders
- Destination marketing organizations by representing TDC at stakeholder meetings or attending industry functions are mutually agreed upon.

Visitor, Attraction Management, and Project Support

- Work with TDC team to support all steps in project success including cleanliness, organization, ordering, layout and merchandise displays of retail
- Assist in community group projects when applicable
- Play a lead role in hosting and managing the visitor experience at the Alaska Highway House

Marketing and Promotion

- Assist Tourism Dawson Creek team with marketing and social media campaigns
- Respond to visitor requests for information in a timely manner, and compile a database of the names and addresses
- Attend consumer/trade shows when required
- Assist and coordinate events or special events to raise awareness about Tourism Dawson Creek programs with the goal of generating increased visitation and longer visitor stays

Additional:

- Assist the Manager or their designate to develop a strategy to build a solid financial base for the organization and identify and apply for funding
- Find and write grant proposals
- Assist with Tourism Dawson Creek and Spectra Venue Management projects and stakeholder engagement
- Perform other related duties as required by the Manager or their designate (assistance with marketing, media, and familiarization tours, etc.)
- Travel within the region and outside the region may be required
- All other duties as assigned.

Read and Accepted By:

Supervisor, Visitor Services

General Manager or Designate

Date

Date