

## **TOURISM COUNSELOR**

### **JOB DESCRIPTION:**

- Develop knowledge of local and regional attractions, events, businesses, services and products
- Welcome visitors in a warm, friendly, professional manner (well-dressed and groomed)
- Distribute travel literature, assist tourists with directions, maps and answer questions
- Encourage visitors to experience aspects of our region
- Set-up displays and brochure racks in an organized, neat and accessible manner
- Write information articles, develop posters, and brochures
- Manage the diverse concerns, interests and needs of tourists and contacts in a positive manner
- Collect statistics (through discussion with tourists), write reports and maintain routine information centre cleanliness
- Work on other assigned tasks, and special projects as needed

As a Tourism Counselor, you will experience personal growth and development in self-esteem, interpersonal skills and cooperation as a team. You will learn how to handle challenging situations, time management, telephone etiquette, and office procedures. Shared ideas in various areas of service, promotion and displays will also be expected. Responsibility will be encouraged and knowledge will be gained.

### **QUALITIES:**

- Well developed enthusiasm and interest in promoting tourism
- Excellent communication skills and personable image
- Ability to assist people in a friendly, cheerful manner
- Interest in developing personal knowledge of local area and travel experiences
- Being both a team player, and able to work independently and create work during slow times

### **EXPERIENCE:**

- Knowledge of local area
- Experience serving people
- Personal travel experience in Ontario, specifically the local region
- Second language is an asset
- Computer skills