



JOB POSTING

Tourism Clerk

September 2021

Reporting to the Economic Development Officer, the **Tourism Clerk** is responsible for the following:

PRIMARY DUTIES

1. Assist in the implementation of the Burns Lake Tourism Plan and other relevant tourism strategies as directed by the Economic Development Officer.
2. Assist in the operation of the Visitor Information Centre (VIC) and second VIC location (summer only) at Spirit Square.
3. Publicize the VIC's services and implement marketing strategies to promote tourism in Burns Lake and the surrounding area.
4. Consistently communicate and collaborate with all tourism-based businesses in the Village of Burns Lake and the Regional District of Bulkley-Nechako Area B & E.
5. Keep up to date with changes in local and regional tourist activities and events and update event calendar.
6. Assist in the implementation of strategies to increase visitors in Burns Lake and the surrounding area.
7. Identify potential merchandise and souvenirs for the VIC to sell to visitors.
8. Reach out to local Indigenous organizations for cultural information.
9. Ensure that the Visitors Information Centre is well-stocked with leaflets and posters about local events and attractions.
10. Ensure the centre is well presented, organized, easy to use and accessible.
11. Communicate information to members of the public and deal with inquiries in person and by

post, email, social media, and phone.

12. Assist in the development, review, purchase and distribution of advertising and marketing programs.
13. Assist in the maintenance of the visitburnslake.ca tourism website and other social media platforms.
14. Assist in event planning and implementation.

ABILITIES

- Existing knowledge of the geographic layout of the Lakes District, including tourist attractions, is desirable as well as knowledge of the tourist attractions of the surrounding areas.
- Exercise independent judgement, discretion and initiative while utilizing tact and courtesy in frequent contact with business representatives, government officials and the public.
- Have great customer service and a friendly attitude.
- Demonstrate strong organizational skills and excellent communication and interpersonal skills.
- Excellent computer skills and basic knowledge, and interest in the fields of marketing, social media, video editing and graphic design.
- Have writing, communication and organizational skills
- Must be willing to work weekends and holidays.
- Ability to work independently and as part of a team.
- Submit a clear criminal record check.
- Knowledge of the local cultural history would be an asset.

EDUCATION/TRAINING

- Event planning experience would be an asset but not required.
- Working experience in Tourism, marketing, and public relations skills would be an asset but not required.
- Graphic design skills are desirable.
- Computer literacy that includes a working knowledge of Microsoft Office and Adobe Creative Suites.
- BC Driver's License would be beneficial but not required.

This is a temporary part-time position with a work schedule of up to 30 hours per week. Tentative dates of work are October 2021 through the end of April 2022. Workdays are Monday thru Friday 11:00 am to 5:00 pm.

Wage \$18.24 per hour.

TO APPLY:

Applicants should submit a detailed resume with a cover letter that reflects their knowledge, skills, abilities, and enthusiasm relevant to the position. The position will remain open until an appropriate candidate is found.

By Mail: Village of Burns Lake
PO Box 570
Burns Lake, BC V0J 1E0

By E-Mail: village@burnslake.ca

Subject Line: Tourism Clerk

The Village of Burns Lake wishes to thank all applicants; however, only those candidates selected for an interview will be contacted.