



JOB DESCRIPTION

Tourism Clerk

January 2023

Reporting to the Economic Development Coordinator, 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 Coordinator.
2. Assist in the operation of the Visitor Information Centre (VIC) and second VIC location (summer only) at Spirit Square.
3. Assist with the supervision of summer students.
4. Publicize the VIC's services and implement marketing strategies to promote tourism in Burns Lake and the surrounding area.
5. Under the direction of the Economic Development Coordinator, communicate and collaborate with all tourism-based businesses in the Village of Burns Lake and the Regional District of Bulkley-Nechako Area B & E.
6. Keep up to date with changes in local and regional tourist activities and events and update event calendar.
7. Assist in the implementation of strategies to increase visitors in Burns Lake and the surrounding area.
8. Identify potential merchandise and souvenirs for the VIC to sell to visitors.
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.
15. Manage Heritage Room rental space.

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 judgement and discretion, while utilizing tact and courtesy in frequent contact with business representatives, government officials and the public.
- Have great customer service and friendly attitude.
- Demonstrate strong organizational skills, and excellent communication and interpersonal skills.
- Basic computer skills and knowledge and interest in 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 and marketing would be an asset, but not required.
- Graphic design skills would be an asset, but not required.
- Computer literacy that includes a working knowledge of Microsoft Office and Adobe Creative Suites.
- A valid BC Driver's License is preferred.

This is a permanent position with a work schedule of 30 hours per week. Workdays are Monday thru Friday 10:00 am to 4:00 pm. Schedule is subject to changes during peak tourism season, with occasional evenings and weekends.

Wage \$19.08 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. Please include two references – one work related and one personal. 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: edo@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.