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[visitcalgary.com](http://visitcalgary.com)



## **JOB DESCRIPTION – Visitor & Local Experience Expert**

Contract Term: June 25 (or as soon as possible) to October 31, 2021

Shift: Thursday to Sunday or Friday to Monday; 30 hours/week

Hourly Wage: \$20/hr

This is a work-from-home position. The scheduled days may vary to accommodate training and onboarding. Training will be a mix of in-person and online training.

## **COMPANY OVERVIEW**

Tourism Calgary is the official destination marketing, sales, and development organization for Calgary's tourism industry. For more than 50 years, the organization's primary purpose has been to promote Calgary and area as the destination of choice. With a vision of making Calgary the ultimate host city, Tourism Calgary markets the city locally, nationally, and internationally and advocates for its ongoing development as a destination. The organization hosts and attracts visitors, events, meetings, and conventions and activates the city by fostering the growth of shareable, memorable experiences. Calgary's tourism industry contributes more than \$2 billion in visitor spending by nearly 8 million visitors annually. For more information about Tourism Calgary, please visit [www.visitcalgary.com](http://www.visitcalgary.com).

## **THE POSITION**

The role of the Visitor & Local Experience Expert is to provide real-time, up-to-date, personalized recommendations and advice on all things to see and do in Calgary and area to visitors and locals through Tourism Calgary's digital customer service channels (including phone, live chat, Facebook messenger, SMS, e-mail). The goal is to increase tourism revenue and generate demand to Tourism Calgary partners by ensuring the guest has an exceptional experience in Calgary and area, encouraging them to do more, stay longer and return often.

The ideal candidate is a friendly, hard-working and self-motivated individual who enjoys working independently as well as part of a team. You are as passionate about Calgary as we are and are excited to spread the word on what's new and happening on all things to see and do our city. You believe delivering ultimate host service is what sets Calgary apart, and have a natural ability to effectively communicate, think outside the box and adapt to different customers or situations.

## **KEY RESPONSIBILITIES:**

- Provide excellent customer service support to Calgarians, visitors and local businesses through phone, live chat, SMS, Facebook Messenger, e-mail and website forms.
- Be a trusted source of local information, provide personalized recommendations and expert advice to locals and visitors, encouraging them to safely explore or book with confidence.
- Ensure consistency with Tourism Calgary brand and voice through all digital customer service channels.
- Gather, record and analyze statistical data on all locals and visitors engaged, and summarize themes or trends in weekly reports.
- Collaborate with Tourism Calgary team to deliver ultimate host service and achieve referral, engagement and page visit targets.
- Proactively research information of interest to visitors and locals, including what's new and happening with experiences, restaurants, events, transit disruptions, and more.

- Liaise with tourism industry partners to ensure google my business listings, website information and hours of operation are up to date.
- Participate in Tourism Calgary training sessions, familiarization tours and knowledge development as required.
- Perform other visitor/local experience initiative tasks as assigned.

#### **QUALIFICATIONS**

- Post-Secondary education in Business, Tourism & Hospitality or equivalent preferred (enrolled or completed).
- Previous tourism, hospitality or customer service background considered an asset.
- Strong knowledge of Calgary and area experiences, attractions and events required.
- Previous online chat customer service experience considered an asset.
- Exceptional customer service skills with a strong willingness to help others.
- Strong verbal and written communication skills with an acute attention to detail.
- Strong time-management skills with an ability to prioritize work and handle multiple customer inquiries at once.
- Ability to creatively problem solve on-the-spot, think outside the box and exhibit strong research skills to support in answering challenging questions.
- Computer savvy with ability to quickly navigate software programs, use shortcuts and quick typing skills.
- Familiarity of social media platforms (Facebook, Twitter and Instagram) an asset.
- Knowledge of second language (French, German, Spanish) an asset.
- Ability to commit to a schedule that includes weekends and holidays.

#### **WORKING CONDITIONS**

- **This position is a work-from-home position.**
- **Candidate must have private high-speed internet, quiet place to work and reside in the Calgary area.**
- Equipment (cell phone & laptop) provided by Tourism Calgary for duration of term.
- Weekend shifts (Thursday-Monday) required throughout the duration of the term.

#### **APPLICATION PROCESS:**

Reply in confidence by email with a cover letter and resume by **June 24, 2021 or until suitable candidate is found.** Please note only those selected for an interview will be contacted.

Roxanne Wideen  
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Tourism Calgary  
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Tourism Calgary values diversity of expertise, talent and opinion which creates an innovative and collaborative environment. We are committed to a respectful and inclusive workplace and welcome applications from all qualified individuals.