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



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

Contract Term: May 30 (anticipated start date) to September 3, 2022.

Opportunity for contract extension until November.

Shift: 30 hours/week; 4 days a week (weekend work required)

Hourly Wage: \$20/hr

### **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 to enhance the visitor and local experience in Calgary by sharing local insights, promoting Calgary as a welcoming and experience-rich destination, and offering tailored experience suggestions to the guests' interests. This exciting role combines the best of both worlds; 50% of your time will be spent managing our digital customer service channels (including phone, live chat, Facebook messenger, SMS, email) and approximately 50% will be in-market proactively engaging visitors and locals through in-person pop-up booths at key festivals, events and attractions. The goal is to increase tourism revenue and generate demand to local businesses and experiences 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 live chat, Facebook Messenger, e-mail and phone, as well as in-person at various festivals, events and attractions at Tourism Calgary branded pop-up booths.
- 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 customer interactions and communication.
- Gather, record and analyze statistical data on all locals and visitors engaged, and summarize themes or trends in weekly reports.
- Proactively research information of interest to visitors and locals, including what's new and happening with experiences, restaurants, events, transit disruptions, and more.



- Build relationships with tourism industry partners to ensure accuracy of information and generate awareness Tourism Calgary programs.
- Collaborate with team to deliver ultimate host service and achieve referral and engagement targets; Be actively involved in improving the visitor and local experience in-market.
- Facilitate set-up/tear-down of pop-up booths when required.
- Participate in Tourism Calgary training sessions, familiarization tours and knowledge development as required.
- Perform other destination experience initiative tasks as assigned.

#### **QUALIFICATIONS**

- Post-Secondary education in Marketing, Tourism & Hospitality or related fields preferred (enrolled or completed).
- Strong knowledge of Calgary and area experiences, events, and general wayfinding and services.
- Customer service and people skills with a strong willingness to help others.
- Strong verbal and written communication skills with an acute attention to detail.
- Ability to work independently as well as an effective team member.
- Ability to creatively problem solve on-the-spot, think outside the box and be resourceful while answering challenging questions.
- Computer savvy with ability to quickly navigate software programs, use shortcuts and quick typing skills.
- Familiarity of social media platforms 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.
- Ability to work from home for a portion of the week, necessary tools will be provided.

#### **APPLICATION PROCESS:**

Reply in confidence by email with a cover letter and resume by **April 18, 2022 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.