



JOB DESCRIPTION – Visitor & Local Experience Expert

Contract Term: May 16 to September 2, 2024

Hours: 4 to 5 shifts / 30 to 37.5 hours per week

Wage: \$20/hr

Number of positions: up to eight (8)

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.

THE POSITION

The Visitor & Local Experience Expert enhances the guest experience in Calgary by sharing local insights, promoting Calgary as an experience rich destination, and helping visitors plan along the path to purchase journey through tailored suggestions. The role is dedicated to enhancing awareness among visitors and locals about the diverse things to see and do, events, and restaurants that Calgary has to offer. It involves a blend of digital customer service (20%) and in-person engagement (80%) at cultural festivals, events, and more. The goal is to stimulate the visitor economy and generate demand for local businesses and events. This ensures that guests not only enjoy a memorable stay in Calgary but are also encouraged to explore more, stay longer, and return often.

The ideal candidate is passionate about Calgary, eager to share the latest happenings in the city. They should be friendly, hardworking, and a self-motivated team player. Understanding that providing ultimate host service sets Calgary apart, the candidate should possess excellent communication and problem-solving skills to adapt to various situations and cater to diverse customer needs.

KEY RESPONSIBILITIES

- Provide exceptional customer service through digital channels (LiveChat, Facebook Messenger, E-mail, SMS, Phone, ChatBot) and in-person at various locations.
- Actively engage with visitors at pop-up booths at cultural festivals, events and attractions to promote the destination and experiences. Assist in preparation, set-up, and tear-down duties.
- Support travellers along the path to purchase journey by offering personalized recommendations, expert advice, and booking support regarding things to see and do in Calgary.
- Stay up to date on things to see and do, local events, restaurants, and other relevant information. Contribute to content development for our knowledge base, itineraries, newsletters, and the website.
- Support the development of our frontline ambassador programs, enriching training materials with diversity, inclusion, Indigenous content, and sustainability practices.
- Build relationships with industry partners to promote and drive traffic to their businesses or events.
- Assist in the creation and distribution of promotional collateral, signage and brand tools.
- Collect and analyze data from in-person and digital engagements.



- Utilize language skills or translation tools to connect with travellers who speak various languages.
- Support Tourism Calgary's sustainability objectives through education & training development, operational excellence, enhancing digital planning tools, and community/ visitor engagement.
- Participate in mandatory training sessions, including destination knowledge, Indigenous tourism, customer service, IDEA, and safety and security.
- Perform other destination experience department tasks as assigned.

QUALIFICATIONS

- Post-Secondary education in Marketing, Tourism & Hospitality or related preferred (enrolled or completed).
- Thorough knowledge of Calgary experiences, events, and general wayfinding.
- Excellent customer service and people skills with a strong willingness to assist others.
- Strong verbal and written communication skills with a keen attention to detail.
- Ability to work both independently and as an effective team member.
- Ability to think outside the box and be resourceful when addressing difficult questions.
- Avid technology user with proficiency in navigating software programs, utilizing shortcuts, and typing.
- Preference will be given to candidates fluent in a second language, such as French, Spanish, or German.
- Having a valid class 5 driver's license (rental vehicle provided) is an asset.
- Flexibility and availability to work a schedule that includes weekends, holidays, and Stampede.
- Ability to work from home when required, with necessary equipment and tools provided.

WORKING CONDITIONS

This position requires a flexible schedule with 4 to 5 shifts per week, totaling around 30 hours. Shifts primarily occur over weekends, holidays, and occasional evenings, with required overtime during peak visitation like Stampede. Responsibilities include rotating through shifts at different locations such as Tourism Calgary's office, pop-up booths, and occasional work from home. Pop-up booth work involves standing for extended periods, outdoor work, lifting up to 50lbs, and occasional bike riding. Additionally, staff will work in pairs or groups during in-person shifts to ensure a safe work environment.

APPLICATION PROCESS

Reply in confidence by email to Roxanne Wideen, Director of HR [roxanne@tourismcalgary.com] with a cover letter and resume by **April 10, 2024, or until suitable candidates are found**. Only those selected for an interview will be contacted.

As part of our hiring process, successful candidates will be invited to complete a questionnaire before proceeding to the interview stage. The questionnaire is designed to help us better understand your qualifications, experiences, and suitability for the position. Interviews will be scheduled in-person from April 15 to 29, 2024.

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.