

*Out of respect for the longstanding relationships that Sto:lo People have with this territory, we gratefully acknowledge the Semá:th, Mathxwi and Leq'á:mel First Nations who are the original caretakers of the unceded land we operate on.*

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## **VISITOR SERVICES COORDINATOR**

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### **OVERVIEW**

We have 'Abbytude' - We are Abbotsford's tourism champions. We lead our industry, inspiring targeted travellers to choose Abbotsford and 'experience more Abby' through our strategic marketing campaigns and our visitor engagement programs.

We educate residents and their elected representatives on the contribution tourism makes to life in Abbotsford. We advocate for our industry's needs and for improvements to infrastructure and experiences that visitors and residents alike will enjoy.

This position requires someone who has no problem recommending where to hike, bike, shop, eat, drink and generally do fun things! You possess an ability to foster interest in our community and will positively impact experiences people are having in Abbotsford. Specifically, you will be relied upon to coordinate mobile visitor servicing at pop-up activations throughout the community (events, parks, partner businesses etc.) including the operation of a visitor kiosk at Abbotsford Airport (YXX).

### **OUR VALUES**

#### **We Listen**

We actively engage and respectfully listen. We proactively go out and meet with our industry. We are open and collaborative.

#### **We Act Boldly**

Having listened, we know when it is time to act. And when we act, we are bold leaders - strategic and focussed. We deliver measurable results for our industry.

#### **We Innovate**

We are innovators. We push the boundaries of status quo, never accepting 'good enough', always seeking to improve.

#### **We Are Responsible**

We strive to be sustainable and then push further to be regenerative, embracing our role as advocates and educators of responsible travel.

#### **We Are Respectful**

Through it all, we are respectful, we embrace diversity, and we are kind. We share our love for Abbotsford. We love what we do, and we have fun doing it.

#### WHAT WE NEED HELP WITH

- Coordinate our mobile/onsite visitor servicing throughout the community, including working with the Destination & Industry Development Manager in preparing engagement strategy,
- Assist with providing content from onsite activation for use on social media channels,
- Coordinate surveying and data collection to ensure consistent data is being collected including Net Promotor Score and other visitor-related questions,
- Manually and electronically record daily visitor statistics for reporting to Destination BC,
- Regularly check in with local industry partners and deliver tourism marketing collateral to key businesses and locations as needed,
- Brochure restocking and organization at YXX kiosk and operate kiosk when needed,
- Monitor and respond to inquiries including in person, by telephone, email, and Olark Live Chat,
- Submit detailed reports on mobile activations, highlighting successes, and FAQ's,
- Assist with any additional projects as directed by Destination & Industry Development Manager,
- Ensure calendar of event information on Tourism Abbotsford website is accurate,
- Maintain and update the CRM (training provided).

#### WHAT YOU BRING TO OUR TEAM

- Outstanding service skills and a desire to help others... 'what's best for the rest',
- Excellent interpersonal-skills and a positive, can-do attitude,
- Sound knowledge of social media platforms,
- Ability to create and maintain effective working relationships with a variety of stakeholders,
- Good knowledge and appreciation for Abbotsford and the Fraser Valley, but a desire to learn more about tourism-related products,
- Flexible with your availability including weekends and evenings, when necessary,
- Commitment to guest services and ability to respond in a polite and professional manner,
- Photography experience preferable, but not necessary.

#### WHAT WE CAN OFFER YOU

- Rewarding work that serves the community,
- A fun and creative team environment,
- Connection and integration to the provincial tourism industry,
- Flexible work arrangements and schedule, including some work from home opportunity,
- Letter of recommendation if you work the entire season.

#### TECHNICAL SKILLS & QUALIFICATIONS

- Some education or experience in the areas of visitor servicing, marketing, or promotions,
- Valid Social Insurance Number and be legally able to work in Canada,
- Ability to lift minimum 20lbs.,
- Valid Class 5 BC Driver's License,
- The ability to work flexible schedules - some evening and/or weekend work is required based on needs of operation.



### APPLICATION PROCESS

We are excited about the opportunities that the tourism industry provides and look forward to you bringing your service-first attitude to our team. Please send your resume by email to [tourismabbotsford@gmail.com](mailto:tourismabbotsford@gmail.com) by Friday, March 24, 2023.

- Rate of pay: \$21.50/hr
- Anticipated start date is April 24<sup>th</sup>
- Role is Full Time until Labour Day weekend with potential to continue through September depending on availability