

## POSITION DESCRIPTION

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**Position:** **MOBILE VISITOR SERVICES AMBASSADOR** (*Seasonal, Part-Time*)

**Reporting to:** Manager, Destination & Industry Development

**Collaborates With:** Executive Director; Manager, Events & Ambassadors; Manager, Destination Marketing; Brand Specialist; Visitor Services Ambassador - Abbotsford Airport

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*We acknowledge that in Abbotsford we work and reside on the ancestral unceded shared territory of the Semá:th First Nation and Mâthexwi First Nation. These two First Nations are part of the Stó:lō Nation whose lands extend from Yale to Langley and who have lived here since time immemorial.*

### About the Position

Home first to the Stó:lō people, Abbotsford is where farm meets table, spirit meets nature and travelers meet our welcoming city. People come for the eats, the arts, and the backwoods trails. They come for adventures, experiences and for the moments they'll take with them wherever they are headed next. Our Mobile Visitor Services team members help ensure visitors and locals have access to the information they need to find their way around the region and get the most out of their time exploring Abbotsford.

In this role, you will serve as an ambassador for our community, playing a key role in shaping each visitor's experience of Abbotsford. With a strong focus on events, you will deliver mobile visitor services at community festivals, signature events, park activations, and partner locations throughout the city. A key highlight for 2026 is the launch of the Explore Abbotsford Mobile Visitor Centre trailer. This new initiative will expand our presence at major community events, seasonal festivals, and high-traffic local gatherings. You will be responsible for transporting, setting up, and staffing the trailer and creating an engaging, welcoming hub where visitors can connect, gather information, and discover what Abbotsford has to offer. Your presence at events will help elevate the visitor experience, strengthen community partnerships, and showcase Abbotsford as a vibrant and welcoming destination.

Working with our Manager, Destination & Industry Development, you will participate in our team's positive environment, both within the organization and with our vitally important local tourism and hospitality businesses. The position requires someone with a positive, anything-is-possible spirit and who possesses an ability to foster interest in our community (i.e. you have no problem recommending where to hike, bike, shop, eat, drink and generally do fun things!).

### What You Can Expect from this Role

- Deliver helpful visitor servicing throughout the community in spring & summer,
- Event set up and take down including event equipment
- Set up and tow Explore Abbotsford trailer.
- Monitor and respond to inquiries in person, by telephone, email, and Olark Live Chat
- Provide friendly advice for such things as directions, places to eat and shop, and accommodation options,

- Assist with providing content from onsite activation for use on social media channels,
- Assist with website updates
- Manually and electronically record daily visitor statistics for reporting to Destination BC,
- Regular check in on local tourism partners to provide resources (maps, brochures, etc.),
- Brochure restocking

### **What You Bring to Our Team**

- Outstanding service skills and a desire to help others... 'what's best for the rest',
- Good knowledge and appreciation for Abbotsford and the Fraser Valley, but a desire to learn more about tourism-related products,
- Commitment to guest services and ability to respond in a polite and professional manner,
- Interest in working outside for the majority of shifts,
- Flexibility with your availability including weekends, evenings and stat holidays when necessary,
- Proficient with Microsoft Word, Excel, Outlook and WordPress.
- Sound knowledge of set-up procedures and equipment used in special events at various indoor and outdoor locations within the City.
- Ability to hook up and tow Explore Abbotsford trailer, and comfortable driving and parking the Tourism Abbotsford truck and trailer safely on local roads and highways and outside of City limits.
- Responsible for inventory levels, loading and unloading trailer, overseeing engaging activities at community events and festivals throughout the region.
- Basic social media skills (Facebook, Instagram, TikTok, Threads)

### **What We Can Offer You**

- Rewarding work that serves the community,
- A fun and creative team environment,
- Connection and integration to local events and attractions as well as broader provincial tourism industry,
- Letter of recommendation if you work the entire season.

### **Technical Skills & Qualifications**

- Between 19-30 years of age at the start of employment and enrolled for post-secondary education for September semester as per Canada Summer Jobs guidelines,
- Valid Social Insurance Number and be legally entitled to work in Canada,
- Ability to lift minimum 20lbs,
- Valid Class 5 BC Driver's License.
- Experience driving a truck and trailer combination is an asset

If you excited about the opportunities that the tourism industry provides, please send your resume by email to [info@tourismabbotsford.ca](mailto:info@tourismabbotsford.ca) by Friday, April 24 2026.

- Rate of pay: \$20.00/hr plus 4% in lieu of vacation
- 22.5-37.5 hours a week (days, evenings and weekends, statutory holidays)



- Anticipated start date: May 26
- End Date: August 29

Our Brand Promise

*In Abbotsford, you can take a break to reconnect with your passion, the land and your loved ones while being welcomed by our community spirit.*