

## **Job Description: Visitor Information Services Coordinator**

### **Role Summary**

The Visitor Information Services Coordinator plays a pivotal role delivering friendly, convenient, relevant and innovative visitor information services both in-person and across multiple platforms-including email, telephone, and the web. You will inform and inspire visitors throughout every stage of their travel planning journey focusing on driving business to Grande Prairie Regional Tourism members. Additionally, the role oversees the Hidden Gem Gift Shop and supports the organization's daily operations through various administrative tasks that support staff and ensure smooth efficient workflows.

### **Accountabilities**

- Act as a passionate ambassador for GPRTA's region while providing exceptional customer service to visitors from all around the world.
- Exceed visitor expectations by recommending personalized and authentic experiences that enrich the travel experience.
- Lead the development of suggested travel itineraries to enhance GPRTA's website that cater to GPRTA's ultimate traveller segments (training provided).
- Actively participate in GPRTA staff meetings and planning sessions.
- Collaborate with GPRTA's marketing and promotion personnel to ensure effective implementation of GPRTA's business plan.
- Schedule and supervise Travel Counsellors, both year-round and seasonal.
- Boost visitor engagement and drive bookings, encourage longer stays and increase spending.
- Provide timely, accurate, courteous, information to inquiries across multiple platforms.
- Collect and document Consumer Market Intelligence (CMI) on all visitor interactions to support business insights.
- Update and maintain local event listings on gptourism.ca.
- Liaise with members to organize and coordinate bookings for familiarization (FAM) tours.
- Arrange business travel bookings for staff as directed.
- Prepare and process expense reports for Executive Director, as directed.
- Ensure entries for members are accurate and up to date.
- Provide event management and execution support as required.
- Assist with maintaining the office environment by organizing and ensuring spaces are tidy and organized.
- Assist with creative projects and administrative tasks to support the organization's goals.
- Other duties as assigned.

### **Qualifications**

- Minimum of 2-years working in a supervisory role in an office environment
- Extensive knowledge of the Grande Prairie regions' tourism offerings (including the city of Grande Prairie, County of Grande Prairie, Saddle Hills County, Beaverlodge, Sexsmith, Wembley and Valleyview)
- Excellent communication, organizational, and time-management skills
- Exceptional attention to detail and the ability to handle multiple priorities
- Working knowledge of Microsoft Office Suite and Windows
- Working knowledge of CRM systems, an asset
- Ability to build and manage relationships with external stakeholders
- Ability to thrive in a fast-paced, entrepreneurial environment
- A passion for delivering outstanding customer service

This is a permanent full-time position working Monday to Friday. Some weekend work may be required during July and August.

### **Application**

- Applications must include a cover letter and resume and must be submitted via email to [director@gptourism.ca](mailto:director@gptourism.ca).
- Please be sure to include your current email address and telephone number.
- Only complete applications will be considered.