

TOURISM ADMINISTRATIVE ASSISTANT

Department: Tourism
Reports To: Tourism and Community Development Manager
Supervises: Not Responsible for Supervision of Staff
Review Date: April 2024

SUMMARY OF POSITION

Under the direction of the Tourism and Community Development Manager, the Tourism Administrative Assistant is the initial point of contact for the Centre. The Tourism and Community Development Administrative Assistant will assist with the day-to-day operations of the Tourism Information Centre and the department, while providing advice and assistance to tourists and locals.

FUNCTIONAL RESPONSIBILITIES

- ❖ Provides assistance/recommendations to tourists regarding regional attractions, special events, accommodations, businesses, restaurants, accommodations, local history and heritage, parks, leisure and recreation in Goderich and Huron County.
- ❖ Supports the Tourism Events and Marketing Coordinator in collecting event information.
- ❖ Updates Town poster boards, to reflect immediate and upcoming events.
- ❖ Knowledgeable and familiar with local history and heritage and is enthusiastic to share those facts and anecdotal information with all visitors and residents.
- ❖ Provides exceptional customer service experience for visitors and residents; friendly, courteous, and engaging.
- ❖ Captures daily Tourism Information Centre visitor numbers.
- ❖ This role will be responsible for creating, mailing, and tracking all information packages, and supporting the Tourism and Community Development Manager with the development of the Centre's Annual Statistical Report.
- ❖ Supports the Tourism and Community Development Manager in completing tourism and community development projects, as per the Department's Annual Workplan.
- ❖ Supports the Tourism and Community Development Manager with conducting evidence-based research with tourists to achieve sustainable forms of tourism planning.
- ❖ Maintain inventory of brochures and guides, merchandising aids, souvenirs, and supplies.
- ❖ Sell retail merchandise items and submit daily sales reports and tracking merchandise to the Finance and Tax Collection Manager.
- ❖ Ability to lift moderately heavy objects (boxes of booklets/pamphlets)

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- ❖ Supporting the Tourism Information Centre during department led Town signature events and projects.
- ❖ Assist in maintaining a positive team environment by working cooperatively with other staff, using the appropriate processes for handling problems, helping to motivate and encourage peers, contributing ideas, and assisting others where necessary.
- ❖ Performs other duties as assigned.

POLICY/PROCEDURE

- ❖ Not responsible for policy/procedure development.

STRATEGIC MANAGEMENT

- ❖ Not responsible for the strategic management.

EDUCATION AND QUALIFICATIONS.

- ❖ A post-secondary diploma of one (1) year in a related field
- ❖ A minimum of two (2) years of related experience
- ❖ Valid First Aid/CPR Certification
- ❖ Valid Class "G" driver's licence is considered an asset
- ❖ Satisfactory Criminal Records Check (CRC)

KNOWLEDGE AND SKILLS

- ❖ Knowledge of the tourism and travel industry
- ❖ Knowledge of local attractions, events, and tourism services
- ❖ Good interpersonal, communication (written and oral), public relations, problem-solving, organizational, time management and conflict resolution skills
- ❖ Knowledge of web updates, social media management, data analysis, video, and digital photography
- ❖ Knowledge and use of general office equipment including computer software/hardware
- ❖ Proficient in English. French will be considered an asset for the role
- ❖ Ability to demonstrate tact and discretion in handling matters of a confidential or politically sensitive nature.
- ❖ Ability to think and act strategically and appropriately in a political and community service environment.
- ❖ Ability to work independently, with minimal supervision, and in a team environment.

PERSONAL CONTACTS

Communicates with internal and external individuals:

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- ❖ Internally, this includes:
 - CAO, Senior Leadership Team Directors and Managers, municipal employees, and members of Council
- ❖ Externally, this includes:
 - The public, neighbouring municipalities, consultants, contractors, provincial and federal agencies, and non-governmental organizations (NGO) (i.e., local service clubs, etc.)

HEALTH AND SAFETY

- ❖ Ensure that Occupational Health & Safety Act, the Town of Goderich Health and Safety Program, and other provincial legislation and regulations are strictly observed and followed.
- ❖ The Town will provide the necessary safety equipment for this position.

WORKING CONDITIONS

Work occurs in an office environment with a high degree of public contact at the Tourism Information Centre and works offsite in Downtown, at Special Events and Waterfront locations, as required. This position requires extended periods of sitting, as well as consistent visual and mental concentration on computer screen(s). Twenty-one (21) hours a week of work is scheduled within the core operating hours of 8 AM – 5 PM. Monday through Sunday at the Tourist Information Centre. With notice, this position may be required to work overtime. Work involves exposure to disruptions, demanding situations and/or conflict that must be handled diplomatically and without compromising the Town of Goderich's corporate policies.

NOTE TO READER: This job description is intended to relay information that describes the general responsibilities, tasks and processes involved in performing the duties of this job. It is not intended to be a comprehensive list of tasks or a detailed step-by-step job manual. The information provided will indicate the general skills, effort, responsibility, and working conditions expected in the role.