

Travel Ambassador

About Travel Drumheller: Travel Drumheller is a non-profit destination marketing organization (DMO) responsible for creating and implementing marketing campaigns showcasing the Drumheller Valley as a premiere destination.

Vision: The Drumheller region is an iconic Canadian destination

Mission: To promote Drumheller and region as a premier year-round destination

The Position

We are hiring two Travel Ambassadors for the 2024 visitor season.

The position will run from May to September 2024 promoting the many sites, services, and attractions in the Drumheller Valley to thousands of travelers visiting the region. The position will be based at several rotating locations throughout the Valley. The successful applicants will have their own, reliable transportation and will be responsible for providing a wide range of information to visitors.

Responsibilities

Customer Service – Drumheller Valley Ambassador

- Travel to assigned locations throughout the Drumheller Valley and area
- Set up and manage a mobile tourist information booth
- Enthusiastically and accurately respond to visitor questions
- Refer visitors to further sources of information (Visitor Information Centre)
- Identify visitor needs and provide accurate visitor information including advice for directions, other attractions, accommodation, and events in a friendly & timely manner
- Conduct visitor surveys at locations
- Proactively engage with visitors by greeting them in high-traffic areas and providing recommendations
- Record visitor data (visitor postcode, information requested) daily.
- Visit local tourism partners to provide resources (maps, brochures, etc.) and learn about upcoming events
- Collaborate with team members and share new ideas for visitor programs
- Proactively communicate with other ambassadors, the Travel Drumheller team, and the VIC team in Drumheller to share information and feedback to ensure seamless visitor experiences

Knowledge, Skills, and Abilities

- Excellent customer service & service recovery skills
- Confident asking for additional support, clarification, and/or adjusting workload

- Able to work in a fast-paced environment & take initiative in slow times
- Outgoing, friendly and creative
- Strong knowledge of local and regional attractions & events

Additional Assets:

- Some basic natural history/geology/paleontology knowledge
- Experience in the tourism sector
- Second language

Training

- Travel Drumheller will provide the following training to ensure a rewarding & resourceful work experience:
- Industry Familiarization Tour
- Customer Care training
- On the job training at the Visitor Information Centre

Qualifications

- Class 5 driver's license and access to vehicle
- Must have a valid Social Insurance Number and be legally entitled to work in Canada
- Available to work statutory holidays & weekends
- Valid Alberta Class 5 Drivers license with access to a reliable vehicle

Primary Locations: Hoodoos, Horseshoe Canyon, town entrances

Possible Secondary Locations: Downtown Plaza, Campgrounds, Special Events, Badlands Amphitheatre

This contract is a full-time seasonal position based on approximately 37.5 hours/week. The successful candidates will have reliable transportation and will be comfortable working independently in a range of changing, outdoor conditions. The positions will involve working all weekends, holidays, and some evenings.

Start Date Thursday, May 9th, 2024

Approximate End Date: September 2, 2024

Hours: up to 35/week including all weekends - Thursday through Monday shift

Wage \$20 an hour plus travel expenses for visiting events and businesses in the Drumheller region

How to Apply:

Please send your resume and cover letter to the **Business Support Manager of Travel Drumheller** development@traveldrumheller.com with the email subject line: **Travel Ambassador Position**.

Deadline to apply: 4 p.m. – March 28th 2024

Don't meet every single requirement? We know (and studies have shown) that women and people of colour are less likely to apply for jobs unless they meet every single qualification.

At Travel Drumheller we are dedicated to building a diverse, inclusive, and authentic team. If you're excited about this role, but your experience doesn't perfectly align with every qualification in the job description, we encourage you to apply anyway. You may just be the right candidate for this or other roles on our growing team.