



## **Travel Ambassador**

(full-time seasonal position)

### **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 premier destination.

**Vision:** Drumheller is a sought-after tourism destination

**Mission:** To promote Drumheller as a premier year-round destination through quality marketing and stakeholder engagement.

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### **The position**

We are hiring 3 Travel Ambassadors for the 2021 visitor season.

The positions will run from May to September, 2021. The posts will assist Travel Drumheller in promoting the many sites, services and attractions in the Drumheller Valley to thousands of travellers visiting the region.

The positions 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 on the regions' various sites, services and attractions 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 (i.e. VIC)
- Identify visitor needs and provide accurate visitor information including advice for directions, other attractions, accommodation, and events in a friendly & timely manner.
- Answer social media queries when possible
- Conduct visitor surveys at locations.
- Create on brand approved social media posts when on site
- Proactively engage with visitors by greeting them in high-traffic, areas to provide recommendations.
- Record visitor data (visitor postcode, information requested) daily.
- Visit local tourism partners to provide resources (maps, brochures, etc.) and identify stakeholder needs.



- Collaborate with team-members by providing constructive feedback & new ideas for visitor servicing programs.
- Proactively communicate with other ambassadors and the VIC team in Drumheller to ensure seamless visitor experiences

### **Hours of Operation**

Tuesday-Monday: 10:00am-6:00pm

Statutory Holidays: 10:00am-6:00pm

**Primary Locations:** Hoodoos, Horseshoe Canyon, Royal Tyrrell Museum,

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

### **Knowledge, Skills and Abilities**

- Excellent customer service & service recovery skills
- Strong digital communication skills & awareness of brand journalism
- Comfortable navigating platforms such as: Google Drive, Canva, Hootsuite, Instagram
- 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

This contract is 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.**



## **Training**

Travel Drumheller will provide the following training to ensure a rewarding & resourceful work experience:

- Industry Familiarization Tour
- Customer Care training session
- 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

**Wage:** \$16:00- \$17 /hour depending on experience

## **How to Apply:**

Please send the following to the Executive Director of Travel Drumheller [admin@traveldrumheller.com](mailto:admin@traveldrumheller.com) with the email subject line: Ambassador Position.

Please include:

- Cover letter & resume
- Availability
- Accessibility considerations

**Deadline to apply: 4 p.m. – May 14th, 2021**