



## 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:** The Drumheller region is an iconic Canadian destination

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

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### The position

We are hiring two Travel Ambassadors for the 2023 visitor season.

The positions will run from May to September 2023 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 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 provide 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



### Hours of Work

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

**Start Date:** May 18, 2023

**End Date:** September 4, 2023

**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
- 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
- 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:** \$19 /hour plus travel expenses

### How to Apply:

Please send your resume and cover letter to the Executive Director of Travel Drumheller [admin@traveldrumheller.com](mailto:admin@traveldrumheller.com) with the email subject line: **Ambassador Position.**

**Deadline to apply: 4 p.m. – April 10<sup>th</sup> 2023**