



Employment Opportunity Visitor Information Counsellor

Seeking Prince George enthusiasts who love to connect with locals and visitors!

About Tourism Prince George

Tourism Prince George Society operates as the destination marketing organization within the city of Prince George and is located on the unceded, traditional territory of the Lheidli T'enneh. Tourism Prince George is committed to supporting and promoting cultural connectivity and understanding with their host Nation, and other regional Nations while we move along the pathway to reconciliation. Our team works closely with our local tourism partners to develop innovative campaigns that will drive visitation to Prince George. Tourism Prince George is committed to creating and maintaining an inclusive workplace that welcomes, respects, and values diverse backgrounds, viewpoints, and abilities. As an equal opportunity employer focused on achieving a fully inclusive, barrier-free workplace, we are committed to removing barriers for underrepresented peoples, and supporting every employee to increase active engagement in the workplace.

Job Description:

The role of the Visitor Information Counsellor is to maximize the economic benefits of tourism by promoting tourism products and services. Visitor Information Counsellors will be responsible for the effective delivery of travel information to visitors with the goal to extend their length of stay and ensure that they have a remarkable travel experience in the region.

Duties and Responsibilities:

- Deliver exceptional visitor experiences by phone, e-mail, and in-person at the Visitor Centre, Container Market, and within the community at events and tourist attractions.
- Maintain well-informed, working knowledge of attractions, events, and services in Prince George and the surrounding area.
- Provide accurate information on tourism products and services based on visitor requests regarding destinations, transportation, accommodation, options and costs, etc. of Prince George and the surrounding area.
- Gather and accurately record visitor statistics in accordance with Destination BC standards.
- Participate in familiarization tours and stakeholder presentations.
- Uphold and maintain operations of TPG Visitor Centre and Container Market to standards including but not limited to stocking, maintaining, and tidying visitor guides and brochures, and merchandise.
- Undergo training on Shopify, stock, sell and take weekly inventory of retail merchandise and handle financial transactions.

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PRINCE GEORGE

- Comply with the dress code and follow all Standard Operating Procedures, COVID Safety Plan, and protocols for the Visitor Centre and Container Market.
- Provide assistance and support for other Tourism Prince George team members and projects as required.

Qualifications:

- Customer service and sales-driven achiever who is adaptable, professional, and approachable.
- Energetic, self-motivated, and results-oriented with good organizational skills and attention to detail.
- Excellent verbal and written communication skills.
- Ability to work effectively as part of a team and independently.
- Customer service certifications (ie. WorldHost, Destination BC's VIC Certification) or post-secondary education in a related field is an asset but not required.
- Knowledge of a second language is an asset but not required.
- A valid class 5 driver's license.

Working Conditions:

- Able to work long days live on location at community events.
- Able to lift up to 40 lbs.
- Must be flexible to work a variety of shifts including weekdays, weekends, mornings, evenings, and statutory holidays and at different venues as needed.

Position:

- Visitor Information Counsellor full-time (30 - 35 hours per week).
- Seasonal employment from May 1, 2025 - September 2, 2025.
- Salary: \$20.00 per hour.

Reports to:

Director, Marketing and Visitor Experience and overseen by the Specialist, Visitor Services.

Application Process:

Please email your resume and cover letter to Tourism Prince George at kirk@tourismpg.com by **Tuesday, March 18, 2025, at 4:30 pm**. We thank all candidates in advance for their interest; however, only those short-listed will be contacted for an interview. The hiring of this position may be affected by the funding received through the Service Canada Summer Jobs grant. These requirements include permanent resident of Canada/Canadian citizen and between the ages of 15-30 years.

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