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, Nanguz'An 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 Nanguz'An Market to standards including but not limited to stocking, maintaining, and tidying visitor guides and brochures, merchandise and rental equipment.
- Undergo training on Shopify and inventory management of retail merchandise and financial transactions.

Tourism Prince George

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850 Canada Games Way
Prince George, BC
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- Comply with the dress code and follow all Standard Operating Procedures and protocols for the Visitor Centre and Nanguz'An 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.
- Must feel comfortable speaking with visitors and promoting Prince George and its attractions
- Excellent verbal and written communication skills.
- Strong knowledge of Microsoft Word, Excel, and database systems
- 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, be on location at community events.
- Able to lift up to 50 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 is part-time contract: a minimum of 24 hours per week.
- Starting January 11, 2027
- Salary: $20.00 per hour.
- This role has the potential to extended into a summer position.

Reports to:

Specialist, Visitor Experience

Application Process:

Please email your resume and cover letter to Tourism Prince George at petkau@tourismpg.com by **Wednesday, November 19 at 4:30 pm**. We thank all candidates in advance for their interest; however, only those short-listed will be contacted for an interview.

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