

Position: Summer Travel Counsellor
(2 positions)

Duration: June-August (10-12-week contract; 35 hrs/week)

Reports to: Visitor Services Coordinator

Position Summary:

This position is responsible for providing reception and information services during weekday and weekend hours at the Burlington Economic Development and Tourism Visitor Information Centre (VIC) in downtown Burlington, the Information Tent at the waterfront and at major festivals and events. The Visitor Centre is open 7 days a week from 9am-5pm. Shifts will include working weekends, with some extended hours during event coverage.

Visitor Information Centre Duties and Responsibilities:

1. Daily operation of the Visitor Information Centre including opening and closing of Centre.
2. Ordering/maintaining partner and tourist brochures and tracking the distribution of Tourism Burlington print materials.
3. Welcome and reception duties including responding to visitor inquiries and making referrals to local tourism businesses, in person, by telephone and email.
4. Collecting visitor statistics related to customers served via email, website, counter, and phone.
5. Promote retail items/souvenirs, including handling of cash/credit card transactions.
6. Prepare delegate and visitor packages for distribution.
7. General office functions/special research projects as assigned/assist full time staff as requested.
8. Restocking of brochure racks with tourism partner information as required.
9. Lifting of boxes, tent equipment, etc. required.

Information Tent (satellite Visitor Services at Waterfront) Duties and Responsibilities:

The Information Tent is strategically located at the waterfront to maximize greeting of visitors.

- 1) Responding to visitor inquiries and making referrals to local tourism businesses.
- 2) Install, take down and store tent/collateral etc., on a daily basis.
- 3) Answer questions related to waterfront facilities, pier, parking, events, programs etc.
- 4) Distribution of visitor information.
- 5) Collects visitor statistics and data related to interaction with visitors.

Major Festivals or other partner events Duties and Responsibilities (as required):

- 1) Distribution of visitor/partner information and referral to VIC for more complex inquiries.
- 2) Restocking of visitor information as required.
- 3) Collects visitor statistics related to visitors served.
- 4) Implement visitor exit surveys to determine information for market research.
- 5) Encourage visitors to stop by booth by providing incentives such as giveaways, photo ops, games, activities working in conjunction with event organizers.

Qualifications:

- Familiarity with Burlington, attractions, events, restaurants, accommodations, parks etc.
- General knowledge of Ontario/Canada.
- Able to give accurate driving, walking, and transit directions.
- Flexible, adaptable, and able to multi-task.
- Able to work in a team setting and individually.
- Retail, customer service, sales or tourism experience beneficial.
- Strong organizational and communication skills (verbal and written).
- Outgoing, personable, and work well on a team.
- Strong customer service and problem-solving skills
- Other languages especially French an asset
- Driver's license beneficial but not a necessity
- Punctuality.
- Currently enrolled in a Hospitality & Tourism, Communications, Economic Development or other relevant program at a college or university level.

These positions are dependent upon grants received from the Federal Government.

Please drop off or email your cover letter & resume to info@tourismburlington.com with **position title in subject line**. **Deadline: Friday, March 21, 2025 at 4pm EST**

We thank all applicants and advise that only those to be interviewed will be contacted.

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