
Town of Blackfalds

Position Description

Title:	Visitor Services Officer
Reports To:	Economic Development Officer
Direct Reports:	None
Position Summary:	Participates in the operations of the Visitor Information Centre, delivers tourism services, coordinates and hosts a variety of community events, provides help to Wadey Centre tenants including the Historical Society, and assists with ongoing municipal Economic Development and Tourism operations and initiatives, including community branding and the development and administration of surveys and plans.

Required Knowledge, Skills and Abilities

- Strong customer service, communication, and marketing skills
- Have a high comfort level working with the public
- Display proficiency with Microsoft and Adobe software
- Strong knowledge of Blackfalds & area
- Reliable vehicle and ability to drive an asset

Position Requirements

- Welcoming and providing local & regional tourism information to visitors
- Creating, updating, and distributing online and print promotional content
- Administrative assistance: research and statistical tracking and analysis
- Organizing and working public events
- Developing and administering interviews and surveys
- Organizing and restocking tourism materials
- Gift shop/snack sales and cash handling

- Photography and videography
- Light cleaning as required

Preferred Education and Experience

- Experience managing social media accounts
- Post-secondary studies in a related field and/or those looking to start a career in the cultural, business or tourism sectors
- Additional Requirements:
 - a. Must be a minimum 18 years of age
 - b. RCMP Criminal Record Check
 - c. Valid Driver's License with current Drivers Abstract, if driving vehicles

Physical Demands

- Light work, occasionally lifting to 20 pounds
- Sitting and standing for periods of time
- Repetitive reaching

Work Environment

- Owing to the historic nature of the Wadey Visitor Information Centre building, access to the second floor and the basement is limited and not wheelchair accessible.
- The ability to lift and carry various supplies and materials up and down the stairwells is required

Conclusion

This position description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position. This position description is intended to convey information essential to understanding the scope, the general nature and level of work expected to be performed.



CAO

Approved/Revision Date: January 27, 2020

