



Job Posting/Description

Position Title: Tourism Summer Student

Department: Tourism

Reports To: Manager of Tourism

Purpose

Grey County Tourism is seeking qualified students for a 16-week contract to work as Grey's tourism ambassador team, providing exceptional customer service for residents and visitors in the promotion of safe and responsible visitation at natural attractions and to businesses across the County.

Responsibilities

Participate in Ambassador Orientation and Training

- Learn about activities, businesses and services operating in Grey County by learning from department staff, and self-education using existing marketing materials, internet searches, inquiries, etc.
- Learn the geographic area of Grey County, road names, locations of waterfalls, beaches, places to eat and sleep, places of interest, etc. to relay this information to visitors and give directions.
- Learn about the various resident and visitor sectors (age, interests, spending habits) to be able to competently match and suggest Grey County products to suit their needs for a more interesting and complete visitor experience.
- Learn about Grey County's digital protocols, and other resources needed to do the job (tourism vehicle, communications, technology, etc.).
- Participate in Health and Safety training and young worker orientation.

Provide Ambassador Services

- Schedule and set-up site visits, including the Grey County 10' x 10' tourism tent, table and materials at natural attractions to greet residents and visitors, providing them with relevant information and assistance.
- Educate the public about the importance of physical distancing, good etiquette, and courtesies for the shared use of outdoor spaces.

- Safely engage with the public and provide information and answer questions including alternative outdoor recreation areas and attractions.
- Educate the public about available services they may seek to compliment their outdoor experience, such as food, beverage, shopping etc.
- Maintain visitor statistics for analysis.
- Communicate and liaise with other ambassador teams and stakeholders.

Assist in Digital First Communications and Marketing and Office Administration

- Working with Grey County's Communications team, take photos and post to Social Media (trails, downtowns, tourism attraction highlights) for public messaging to residents and visitors.
- Assist in updating visitgrey.ca, review existing on-line business listings, identify new businesses, confirm map locations, eliminate outdated listings, etc.
- Assist in shipping maps and brochures to visitor centres and businesses throughout Grey County as required.
- Assist in filling literature requests and send by mail or courier as required.

Working Conditions

Normal working hours are a 35-hour week. A flexible schedule is required to deal with special or multiple ambassador visits during peak summer periods. Working weekends is mandatory with regular scheduled time off during the week (days to be determined). Work on statutory holidays may be required as well.

Work is often performed in public spaces indoors and outdoors, regular driving of a County vehicle is required. Critical to maintain an approachable, pleasant, professional and positive demeanour as a County ambassador.

Contacts

Internal Working Relationships

Internal working relationships include Economic Development, Tourism & Culture department staff, and other county staff for coordination and advice.

External Working Relationships

External contacts will include other ambassador teams, municipal tourism staff, municipal agencies, industry stakeholders and the public.

Knowledge and Skill

- A full-time student during the preceding academic year who intends to return to school full-time in the upcoming academic year working towards a post-secondary diploma/degree in travel, tourism, communications, or related field. Depending on funding programs, this requirement may be waived.
- Good organizational, time management, verbal and written communication skills, ability to prioritize, meet deadlines, problem solve, and handle multiple duties and interruptions effectively.
- Experience with digital devices and virtual communications; including Microsoft and social media platforms.
- Friendly, outgoing, courteous personality with a basic knowledge of Grey County geography, roads, businesses and activities; a strong teammate.
- Maintain a valid G driver's license with a good driving record.
- Physically fit with the ability frequently lift and carry boxes of marketing materials up to 16 kg (35 lbs.).
- Previous customer service experience and training is an asset.

Impact of Error

Errors within the capacity of the Tourism Summer Student role could negatively impact the perception and confidence in Grey County Tourism, its stakeholders and assets.

How to Apply

The County of Grey is currently recruiting two (2) Tourism Summer Students or Co-op Placements to work in the Tourism Department for a 16 week contract from May to September.

Tourism Summer Students – 2 Positions
(Salary: \$15.74 per Hour)
Tourism Department

Any personal information submitted will be managed in accordance with the requirements of the Municipal Freedom of Information and Protection of Privacy Act and will be used only to determine eligibility for employment.

Candidates for the above position(s) are invited to submit their résumé and cover letter by email (in MS Word or PDF format) **by 4:30pm on Thursday, March 11, 2021** to:

Kimberly Trombley

Administrative Assistant - EcDev. Tourism, Culture

Kimberly.Trombley@grey.ca

We would like to take this opportunity to thank all applicants. Only those to be interviewed will be contacted.

Any personal information submitted will be managed in accordance with the requirements of the Municipal Freedom of Information and Protection of Privacy Act, and will be used only to determine eligibility for employment.

Based on the nature of the position, pre-employment screening may be required including but not limited to; Criminal Record Searches, Financial Credit Inquiries; Educational and Credential Verification; Driver's Abstracts; Drug/Alcohol Testing; Pre-Medical Testing and Investigative Employment References.

The County of Grey is an equal opportunity employer. Accommodations are available for all parts of the recruitment process. Applicants need to make their needs known in advance.