



BARRINGTON VISITOR INFORMATION CENTRE
TOURISM AMBASSADOR
(Summer Position)

Position Title: Tourism Ambassador

Pay: \$13.95 per hour

Job Type: Summer Position (35 hours per week, may include weekends and holidays)

Job Duration: 12 weeks with possibility of extension

Supervisor: Director of Marketing & Tourism Development

Location: Municipality of Barrington Administrative Centre & Remotely/Various locations around the Municipality of Barrington.

Position Summary:

Normally, the Municipality of Barrington welcomes many visitors to our community each year and summer is peak visitor season. This year will continue to be different, with many Canadians sticking closer to home and domestic and international travel at a low.

Our Tourism Ambassadors will help showcase the Municipality's tourism assets and demonstrate how residents and visitors alike can visit Barrington & area safely as restrictions begin to ease. Our Ambassadors will showcase our community to those at home to encourage them to choose to visit us when the time is right and safe to do so. Ambassadors will be skilled communicators and content creators, with a strong sense of what makes social and digital media engaging. Our Tourism Ambassadors will also provide in person travel information, counselling and assist with reservation within the region and the province.

Key responsibilities and objectives of the role include:

- Represent and promote the Municipality of Barrington in a welcoming, friendly, and helpful manner.
- Produce and post quality content for a variety of channels including social media, the website and blog content.
- Provide care of the Visitor Information Centre and materials.
- Maintain literature and brochure stocks and provide brochure distribution when necessary.
- Produce and create a database of quality video content and photography that will entice and attract visitors to our Municipality.
- Offer information, advice and guidance to residents and visitors both on-site and in various locations throughout the Municipality and encourage longer stays.
- Report back on activities, including filling out project evaluation forms as required.
- Make reservations for the traveling public.
- Maintain visitor statistics.

- Assist and support the Director of Marketing & Tourism with ad hoc tasks and other appropriate activities when required (e.g. source/research information online, updating databases, monitoring and responding to enquiries, marketing and promotional materials, community events and projects);
- Complete responsibilities following all regional and provincial health regulations due to COVID19.
- Adhere to all Municipality of Barrington policies and procedures.

Knowledge & Skills:

- Excellent writing skills including ability to edit and meet deadlines.
- Excellent customer service skills.
- Experience in social media and other platforms such as Google Maps and Microsoft Office
- A thorough knowledge of the Municipality of Barrington and surrounding communities.
- Teamwork and collaboration.
- A willingness to learn and own a project.
- Ability to research local destinations.
- Strong interpersonal skills
- Ability to work independently with minimal supervision at times.
- A valid driver's license is required.

Assets

Experience in the tourism industry

Basic graphic design ability

Experience in video production and photography

To be eligible, youth must:

- be between 15 and 30 years of age at the start of the employment*;
- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the *Immigration and Refugee Protection Act* for the duration of the employment**; and,
- have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations

*The youth must be 15 years of age at the beginning of the employment period. The youth may be more than 30 years of age at the end of the employment period as long as the youth was 30 at the beginning of the employment period.

Please apply with cover letter and resume via email to:

Suzy Atwood

Director of Marketing & Tourism Development

Municipality of Barrington

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