



Maple Creek Visitor Centres

Visitor Centre Attendant

Statement of Qualifications & Job Description 2022

Function:

Located within the Cypress Hills-Grasslands Destination Area (CGDA) and broader Southwest Saskatchewan, the Town of Maple Creek is part of a flagship tourism region that draws in excess of a quarter of a million visitors annually. The Maple Creek Visitor Centres and their staff play a key role in greeting many of these visitors and encouraging them to explore local tourism attractions, products, and experiences. Ultimately it is the function of the Maple Creek Visitor Centre Attendant to “sell” Maple Creek to visitors in order that the community may realize the full economic benefit of tourism.

Qualifications:

The successful candidate for the position of Maple Creek Visitor Centre Attendant will possess the following attributes:

- Excellent interpersonal communication skills (both verbal & written).
- Excellent customer service skills.
- Excellent salesmanship skills.
- Extensive knowledge of the tourism products, attractions & experiences available to visitors in both the Town of Maple Creek and the Cypress Hills Destination Area.
- Knowledge of the heritage of Maple Creek and an aptitude to undertake additional self-directed learning about the history of the area.
- Skilled in Microsoft Word, Excel, and email. Experience in Adobe Illustrator, InDesign, Photoshop, and other Creative Cloud programs would be an asset.
- Critical thinking and analytical ability for use in summer festival & event planning and logistics.
- Professional demeanor, tidy, well groomed and well organized.
- Possess a valid Class V Driver’s Licence.
- A self-motivated team player who works effectively and efficiently with minimal supervision.
- Enrolled in post-secondary education **or current high school student.**
- Knowledge of social media such as Facebook and Instagram would be an asset.

Duties:

- Provide visitors with detailed information about local (Maple Creek) and regional attractions, activities, events, accommodations, restaurants, and other tourism facilities, products and services.
- Ensure a ready supply of tourism informational material for distribution to the public, including tourism brochures, publications and maps.
- Monitor the Visitor Centres voice-mail and e-mail.
- Respond to tourism related inquires either in person at the Visitor Centres, via e-mail or over the telephone.
- Attend to the Visitor Centres gift-shop, including ordering giftware/souvenirs (as directed), pricing and displaying merchandise, maintaining product inventory, overseeing sales and cashing-out/preparing deposits.
- Ensuring the Visitor Centres maintains a professional and welcoming appearance that makes a positive first impression for visitors to the building. This includes:
 - Ensuring that the brochure racks, signs and posters are neatly organized.
 - Giftware is placed in an appealing manner and is free from dust.
 - The reception counter is clean, welcoming and uncluttered.
 - The work area behind the reception counter is tidy, orderly and conveys a professional atmosphere.
 - Cleaning of floors, furniture, glass and washrooms in order to keep the Visitor Centre looking fresh and welcoming.
 - Maintaining the flower barrels in front of the Visitor Centres, and ensuring the area around the building is tidy.
 - Adhering to COVID-19 Guidelines and Restrictions
- Ensuring that the informational “sandwich board” is updated regularly and placed outside the Visitor Centres daily.
- Collect and compile visitor statistics and report them monthly.
- Solicit event information from community groups, and regularly update the community calendar on the Town of Maple Creek website.
- Aid with updating the Town of Maple Creek electronic sign.
- Make and/or distribute posters as required to promote summer activities, festivals & events.
- Assist with the design and production of the three-sided coming events “table top guides” for restaurants.
- Assist as required with the design and printing of brochures, handbills and flyers.
- Assist with creating content and generating posts on the Town of Maple Creek’s Facebook and Instagram as directed by the Communications & Tourism Manager.
- Bring advertising and marketing opportunities to the attention of the Communications & Tourism Manager.

- Bring community development opportunities to the attention of the Communications & Tourism Manager.
- Aid in cultivating mutually beneficial partnerships with external stakeholders, including Cypress Hills-Grasslands Destination Area Inc., and aid in collaborative work with community organizations to execute opportunistic initiatives that develop community and heighten the Town of Maple Creek's tourism appeal.
- Aid in the design, booking, and coordination of Town of Maple Creek ads as required.
- Aid in the development, promotion and sale of tourism packages.
- Aid in the development, design and printing of an updated Maple Creek Heritage District self-guided walking tour.
- Deliver guided walking tours of the Maple Creek Heritage District &/or the Maple Creek Cemetery as required.
- Aid in the coordination and execution of summer festivals and events including (but not limited to), Maple Creek's Canada Day celebrations, the Maple Creek Heritage Festival and the Taste of Maple Creek.
- Other related duties as assigned.

Working Conditions:

- The primary work location is the Trans-Canada Visitor Reception Centre (Highway #1 West). However, there may be a requirement to also aid with the operations of the Maple Creek Visitor Centre (W.R. Orr Building - 114 Jasper Street).
- The position requires occasional travel in support of regional tradeshow and mobile information kiosk activities.
- As the Maple Creek Visitor Centre is open five days a week, and the Trans-Canada Visitor Reception Centre is open seven days a week, there is a requirement for shift work, working weekends, and working variable hours on rotation with other staff.
- Visitor Centre Attendants shall work flexible hours of work which may exceed eight hours per day or forty hours per calendar week, but shall not exceed the total number of working hours in any given month based on eight hours per day without receiving overtime.
- There is the requirement to work outside when delivering guided tours of the Maple Creek Heritage District, giving tours at the Maple Creek Cemetery, when assisting with summer street festivals & events, and when undertaking tidying efforts around the grounds of the two visitor centres. There may also on occasion be a requirement to work outside in support of Communities in Bloom initiatives.

Reporting:

- The position reports to the Communications & Tourism Manager.