



# Job Description

## Tourism & Events Assistant 2022 Term

## **IDENTIFICATION**

Job Title: Tourism & Event Assistant

Supervisor's Position: Director of Economic Development & Tourism

Job Status: Sixteen (16) Week Term - Full Time 30-35 Hours per week; nonstandard working hours (i.e. variety of shifts, mornings, evenings, weekends and holidays)

Location: Inuvik Welcome Centre, Chief Jim Koe Park, & other off-site locations when & where required

## **PURPOSE OF THE POSITION**

The Tourism & Event Assistant is responsible for assisting in the promotion of the Town of Inuvik by responding to and servicing visitor inquiries and by administrating the day-to-day operations and special events at the Inuvik Welcome Centre as directed by the Director of Economic Development & Tourism.

## **SCOPE**

The Tourism & Event Assistant reports to the Director of Economic Development & Tourism. They are responsible for responding to all tourism and department inquiries, assisting in the promotion of the Town of Inuvik, assisting in the liaising with local businesses, selling of promotional merchandise, and providing information regarding local businesses, events, and artists to visitors to the Inuvik Welcome Centre

The Tourism & Event Assistant also assists the Director of Economic Development & Tourism and the Special Projects & Events Coordinator in supporting the administration and operations of multiple special projects & events.

Failure to provide adequate services through administrative activities will result in poor visitor and business servicing possibly resulting in less future visitation, investment, and economic activity within the Town of Inuvik. This will have an impact on the overall vitality of the tourism, event, and economic development potential for the Town of Inuvik.

## **RESPONSIBILITIES**

### **Respond to all tourism and department related inquiries & collateral fulfillment requests received in the department**

- Ensure that all phone, email, in-person and other inquiries are responded to in a timely and professional manner and in accordance with our operational guidelines provided by the Director or other supervisors
- Record and monitor all inquiries into the department database and provide reporting when required
- Provides well-informed information and resources to inquiries including key contact and business information for local retailers, tourism operators, artists, and service providers
- Assist in the preparation, collation, shipping, & delivery of promotional materials to various partners and in preparation for various events and programs

### **Assist with the administration and operation of Department events & programs**

- Posts & distributes various posters and notices throughout the community and on Coordinate special events & projects under the guidance of the Director of Economic Development and Tourism
- Assists the Special Projects & Events Coordinator with various events and programs such as:
  - i. Arctic Market
  - ii. Visitor of the Week
  - iii. Summer Programs in Chief Jim Koe Park & the Inuvik Welcome Centre
    - 1. Movie Mondays
    - 2. Culture Connections Workshops
    - 3. Concerts in the Park
  - iv. Midnight Madness
  - v. Arctic Development Expo
  - vi. Other various events & festivals

### **Assist with the retail of Town of Inuvik promotional merchandise**

- Office administration (printing, data entry, cash handling, inventory tracking)
- Ensure our retail area remains neat, tidy, organized and fully stocked at all times
- Assists visitors with the selection of their purchases

### **Assist with Town of Inuvik Tourism Promotion**

- Serves as a brand ambassador for the Town of Inuvik by providing courteous, prompt, and accurate visitor information
- Assists in the promotion of Town of Inuvik programs and events by updating posters, bulletin boards, and other means where directed

### **Other projects & duties**

- Perform other related duties as required at the discretion of the Department Director

## **KNOWLEDGE, SKILLS AND ABILITIES**

- Knowledge of standard office and business administration policies and procedures
- Ability to express ideas clearly and effectively both orally and in writing
- Ability to work independently and take initiative
- Ability to make decisions quickly & effectively
- Ability to manage changing priorities while being accountable to budget and deadlines

## **QUALIFICATIONS**

- Event, Tourism, &/or office administration background
- Strong local knowledge of area attractions, events, amenities, and visitor services

- Strong computer skills including use of Microsoft Office with strong proficiency in Microsoft Word, Excel, & Outlook programs

## **EDUCATION & EXPERIENCE**

- Course work, education or relevant experience in communications, business administration and/or tourism management with experience working in a similar office administration, visitor centre, cashier position or equivalent combination of education and experience
- Experience working and supporting special events or programs
- Equivalent combination of education and experience.

## **WORKING CONDITIONS**

(The unavoidable, externally imposed conditions under which the work must be performed and which create hardship for the incumbent including the frequency and duration of occurrence of physical demands, environmental conditions, demands on one's senses and mental demands.)

### **Physical Demands**

(The nature of physical effort leading to physical fatigue)

The Tourism & Event Assistant may have to spend long hours sitting and using office equipment and computers, which can cause muscle strain. The Tourism & Event Assistant may also have to do some light lifting of supplies, boxes, tables, chairs, and equipment.

### **Environmental Conditions**

(The nature of adverse environmental conditions affecting the incumbent)

The Inuvik Welcome Centre may be a busy facility. The Tourism & Event Assistant may have to manage a number of projects at one time, and may be interrupted frequently to meet the needs and requests of vendors, residents, clients and visitors. The Tourism & Event Assistant may find the environment to be busy, noisy and will need excellent organizational and time and stress management skills to complete the required tasks. The Tourism & Event Assistant may work in several facilities including outdoor locations with varying weather conditions.

### **Sensory Demands**

(The nature of demands on the incumbent's senses)

Sensory demands include use of the computer, which may cause eyestrain and occasional headaches. The office may be noisy and busy making it difficult for the Tourism & Event Assistant to concentrate.

### **Mental Demands**

(Conditions that may lead to mental or emotional fatigue)

The Tourism & Event Assistant will have to manage a number of requests and situations at one time. Stress may be caused by the need to complete tasks within tight deadlines.

**CERTIFICATION**

<hr/> Employee Signature  <hr/> Printed Name                      Date  I certify that I have read and understand the responsibilities assigned to this position.	<hr/> Supervisor's Title  <hr/> Supervisor's Signature              Date  I certify that this job description is an accurate description of the responsibilities assigned to the position.
<hr/> Senior Administrative Officer's Signature                      Date  I approve the delegation of responsibilities outlined herein within the context of the attached organizational structure.	

The above statements are intended to describe the general nature and level of work being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of the position.