

Visitor Experience Associate

OVERVIEW

Do you love sharing your knowledge of Squamish's trails, activities, attractions, festivals, and events? Are you active in the community and passionate about the outdoors? Tourism Squamish is looking for **Visitor Experience Associates** who are enthusiastic about the Sea to Sky region and eager to help visitors make the most of their time here.

If you know the best hiking trails, great local spots to eat, and exciting activities to recommend, we'd love to hear from you! This role is a blend of guest services and retail operations, assisting visitors both in person and online with local information, ticketing, and retail support.

PURPOSE

Working from the Squamish Adventure Centre, the **Visitor Experience Associate** provides front-line support to visitors by delivering up-to-date local information, assisting with ticketing services, and supporting retail operations in *The Squamish Store*.

KEY RESPONSIBILITIES

Visitor Services

- ❖ Welcome all visitors and residents to the Squamish Adventure Centre.
- ❖ Deliver exceptional customer service and demonstrate a high level of community knowledge about products, services, and events.
- ❖ Respond to inquiries via phone, email, and webchat.
- ❖ Conduct regular "call-arounds" to monitor hotel and campground availability; update the camping calendar as needed.
- ❖ Attend team meetings, in-service training, familiarization tours, and site visits.
- ❖ Update and maintain digital signage within the Adventure Centre.

Retail Operations

- ❖ Be knowledgeable about all merchandise in *The Squamish Store*.
- ❖ Drive sales through strong customer engagement, product recommendations, and suggestive selling.
- ❖ Assist with receiving, restocking, and merchandising inventory.
- ❖ Operate the point-of-sale system, process transactions, and complete daily cash-outs.

Reporting & Admin

- ❖ Collect and accurately report statistical data as per Destination BC and Tourism Squamish guidelines.
- ❖ Other duties as assigned by the Supervisor or Manager.



GENERAL EXPECTATIONS

- ❖ Be punctual and dependable in scheduled shifts.
- ❖ Prioritize tasks effectively to ensure high standards and timely completion.
- ❖ Contribute positively to the workplace culture.
- ❖ Demonstrate excellent interpersonal and communication skills.
- ❖ Use business resources responsibly and efficiently.
- ❖ Undertake all outlined duties and additional responsibilities as required.

QUALIFICATIONS

- ❖ Must be a resident of Squamish, BC.
- ❖ Friendly, outgoing, and confident in engaging with visitors.
- ❖ Strong knowledge of local tourism products, attractions, and accommodations; interest in outdoor recreation is an asset.
- ❖ Well-organized with strong attention to detail.
- ❖ Able to integrate fun and positivity into daily work.

HOW TO APPLY

If this sounds like a great fit for you, we'd love to hear from you! Please send your **resume and cover letter** addressed to **Josef Tooke** at josef@tourismsquamish.com. Applications will be reviewed as they are received. Successful applicants will be contacted for an interview.