

IDENTIFICATION

<i>Position Number</i>	<i>Position Title</i>	<i>NOC/Dept. Code</i>
Permanent Seasonal	Supervisor, Western Arctic Regional Visitors Centre	63-12380
<i>Department</i>	<i>Division/Region</i>	<i>Location</i>
Industry, Tourism & Investment	Tourism & parks	Inuvik, NT.

PURPOSE OF THE POSITION

(The main reason as to why the position exists, in what context, and the overall end result.)

Reporting to the Tourism Development Officer, the Supervisor will administer the operations of the Western Arctic Regional Visitors Centre by ensuring the effective and efficient daily delivery of tourism counseling services to the traveling public, supervision and training of staff and the coordination of pre-season start-up and post season closure of the centre.

SCOPE

(Describe in what way the position contributes to and impacts on the organization)

This position has a direct impact on the decisions made by visitors on whether they enjoy their stay, the length of stay and choose to participate in the regional tourism related private sector opportunities available to them. A professional manner reflects well on the organization and results in a positive impact on expenditures in the region.

RESPONSIBILITIES

(Describe major responsibilities and target accomplishments expected of the position. For management positions, indicate the subordinate position(s) through which responsibilities are accomplished)

1. Provides reception and tourism counseling services to the traveling public.
- Provides accurate information that includes, but is not necessarily limited to, licensed tourism services available, public and private facilities, travel & arts & crafts products, historical & cultural sites and opportunities in the region and special events.
- Provides accurate and regularly updated information on territorial fishing regulations, ferry & road conditions, forest fire in the region and safety precautions associated with travel in the region and public and private land access.

- Provides hospitality services to the patrons of the centre.
 - On a weekly basis, distributes information on activities and events to campgrounds, businesses etc.
2. Implements and monitors tasks to ensure the visitors centre and grounds are operational and publicly acceptable.
- Develop, have approved and implement an operational staff schedule that includes all visitor centre staff according to the collective agreement for shift workers.
 - Implements and participates in the routine cleaning of the centre and grounds.
 - Ensures that all audio-visual and telecommunications is operational during operating hours. Makes arrangements for maintenance of inoperable equipment.
 - Ensures that safe operational procedures are in place, known by staff and adhered to by all employees.
 - Ensures staff are publicly acceptable in manner and dress.
 - Ensures morale is high and staff contact with visitors is positive and helpful.
3. Implements facility opening and closure.
- Secures premises, stores and supplies.
 - Prepares an opening and closing inventory.
 - Prepares an annual report on operations with specific recommendations for improvement.
 - Coordinates the seasonal installation and dismantling of interpretive exhibits.
4. Coordinates and account for merchandise sales.
- Obtains and maintain an adequate level of merchandise for sale.
 - Under the direction of the Tourism Development Officer, establish and implement a merchandising sales procedure.
 - Track and record inventory and revenue from merchandise sales.
 - Issue sales receipts for sales, handle cash and make change.
 - Secures and maintains a sales float.
 - Collect and record weekly any donations and gifts made to the centre.
 - Maintains a computerized inventory and sales database of merchandise sales.
5. Hires, supervises and trains staff.
- Participates in the hiring of Travel Counselors.
 - Supervises the delivery of travel counseling services by the staff.
 - Prepares work plan and provides training to staff that includes goals, objectives, and specific tasks that are to be performed in order to meet the goals and objectives.
 - Integrate staff training into the ongoing work schedule.
 - Evaluates and documents staff performance routinely and make recommendations on improvements as required.

- Reports to the Tourism Development Officer monthly on staff performance and annually on future improvements to program delivery.
6. Collects, tabulates and report statistics.
- Obtain and maintain a daily journal of events, guest book and any other forms deemed necessary by the Tourism Development Officer
 - Under the supervision of the Tourism Development Officer establish and implement a methodology to track and record visitor's place of origin.
 - Collect and retain customer comment survey cards and record data.
 - Maintain a computerized database on visitor statistics.

KNOWLEDGE, SKILLS AND ABILITIES

(Describe the level of knowledge, experience and abilities that are required for satisfactory job performance)

1. Obtains and maintains a Class 5 driver's license.
2. Knowledge of the sport fishing regulations, tourism licensing, public & private facilities, regional arts & crafts products, historical & cultural sites and special events.
3. Knowledge of the region, Licensed Operators, Dempster Highway, history, cultures, products and services.
4. Knowledge of regional land claims and land access procedures.
5. Experience as a travel counselor and/or a heritage interpreter.
6. Ability and confidence to speak publicly and to contain ones composure during situations where visitors are abusive and/or accusatory.
7. Experience with one or more of a computerized word processor, spreadsheet and email.
8. Ability be organized, think logically and act systematically.
9. Knowledge of German or French.

Typically, the above qualifications would be attained by:

(Years of experience does not necessarily directly correlate to years of learning. Experience is one way of learning. It is possible to have ten years of work experience but not have equivalent amount of learning. It is not what one does that counts, it is what one learns from what one does that counts.)

A university or community college student nearing graduation and with two or more years of experience as a travel counselor is a suitable candidate for this position.

WORKING CONDITIONS

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

Physical Demands

(Indicate the nature of physical effort leading to physical fatigue.)

	Frequency	Duration	Intensity
Hauling and Lifting	2x week	2 hrs	Low

Standing for extended periods of time	Daily	7.5-10 hrs	Moderate
Filling in for no show employees	As and When	1-7.5 hrs	Low

The position involves carrying and dispensing of promotional material the set up and dismantling of interpretive display exhibits and extended hours of standing when talking to visitors to the centre.

Environmental Conditions

(Indicate the nature of adverse environmental conditions to which the incumbent is exposed)

	Frequency	Duration	Intensity
N/A			

Sensory Demands

(Indicate the nature of demands on the incumbent's senses to make judgments through touch, smell, sight and hearing and judge speed and accuracy).

	Frequency	Duration	Intensity
Eye and tendon strain	Daily	1-2 hrs	Low
Noise from audio displays and visitors	Daily	7.5 hrs	Low

Computer use as a communications and work preparation tool has lead to increased hours looking at a CRT and typing. This can lead to eye strain and carpal tunnel syndrome is done to excess. Extended use by visitors of the audio recording booths in the centre and a constant influx of visitors into the centre does not allow for much quiet time.

Mental Demands

(Indicate conditions that may lead to mental or emotional fatigue. See User Guide for examples)

	Frequency	Duration	Intensity
Disgruntled customers	As and When	1 hr	Moderate
Provision of timely and accurate information	Daily	1-2 hrs	Low
Implementation of Visitor Centre operations	Daily	1-2 hrs	Low

A poor travel experience by visitors can lead to complaints that staff cannot necessarily be responsible for. In these instances, a professional, calm and helpful demeanor will go a long way in diffusing the situation. Travel counseling is demanding in that visitors expect quick and accurate information. In order to accommodate these requests, keeping abreast of the most current and on a wide variety of subject matters is essential. The position of Supervisor requires constant advance planning and organization and ensuring staff resources are adequately deployed.