



IDENTIFICATION

Department	Position Title	
Industry, Tourism and Investment	Travel Counsellor, Western Arctic Regional Visitors Centre (Seasonal)	
Position Number	Community	Division/Region
63-12382	Inuvik	Parks and Tourism

PURPOSE OF THE POSITION

The Travel Counsellor, Western Arctic Regional Visitors Centre is responsible for providing detailed information to the traveling public, as well as providing tours of the Western Arctic Visitor Centre to groups of visitors. The Travel Counsellor supports daily operations of the centre and grounds so that the Visitor Centre is represented to the visitors in a professional and organized manner.

SCOPE

The vision of the Department of Industry, Tourism and Investment (ITI) is to be recognized as being a client-focused organization contributing to a vibrant, diverse and sustainable economy for the Northwest Territories (NWT). The mandate of the department is to provide quality programs and services in partnership with other partners and stakeholders to promote and support NWT's economic prosperity and community self-reliance.

Located in Inuvik and reporting to the Supervisor, Western Arctic Regional Visitors Centre (Supervisor), the Travel Counsellor is often the first point of contact for those who intend to travel to the Western Arctic and, therefore, has a direct impact on a potential traveler's final decision to visit the region.

The Travel Counsellor confidently offers information regarding the Western Arctic's cultural and natural diversity, along with the tourist attractions and amenities of the area. Tailoring recommendations to travelers and visitors will be a key attribute toward effectively promoting the growth of the regional tourism economy. Also, the position must be comfortable with public speaking and working alone.



The Western Arctic Visitor Centre is located on Mackenzie Road and open from June to mid-September. The Visitor Centre contains a multitude of fascinating exhibits on local art, flora and fauna, neighboring communities, and wildlife; and hosts weekly events based around northern culture. Working alongside fellow Travel Counsellors, the position is responsible for cleaning the outside grounds of the visitor centre, wearing uniforms tidily, and conducting regular maintenance of the indoor spaces to ensure the professional image and presentation of the centre.

RESPONSIBILITIES

1. Provides reception and tourism counseling services to the traveling public.

- Welcomes and responds to visitor inquiries.
- Provides information, contact referral, and safety tips to travelers.
- Handles inquiries and complaints submitted via e-mail and in person.
- Maintains an updated database and provides information on the road conditions, ferry schedules, weather, & other significant weather events which may interfere with a tourist's travel plans.
- Awards Arctic Certificates to visitors upon request.
- Delivers tours of the exhibits at the visitor centre to groups of guests ranging in various sizes and demographics.

2. Performs daily Operational tasks.

- Conducts opening and closing procedures as instructed.
- Works on the setup and dismantling of display and interpretive exhibits.
- Ensures that the bathrooms are kept tidy throughout the day.
- Ensures that the grounds surrounding the visitor centre are kept tidy.
- Ensures that the information literature for visitors is tidy and stocked.
- Cleans and makes minor exhibit repairs where and when required.
- Ensures all audio-visual and telecommunication equipment is operational during hours of operation.

3. Assists with data collection and maintenance.

- Assists the supervisor in maintaining the guest registries to collect visitor statistics, either in analog or digital formats.
- Assists the Supervisor in entering data into the GNWT database.

4. Contributes to Workplace Health and Safety.

- Assists supervisors in ensuring the Occupational Health and Safety standards are followed.



WORKING CONDITIONS

Physical Demands

The position involves carrying small to medium size boxes. There are also extended hours of standing when talking with visitors to the centre.

Environmental Conditions

Required to work outside while cleaning the grounds surrounding the visitor centre.

Sensory Demands

Position needs to be attentive when responding to visitors and conducting minor maintenance.

Mental Demands

Position may encounter disgruntled visitors due to a poor travel experience that the position is not necessarily responsible for. This can occur approximately for an hour at a time with a moderate degree of intensity.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of the region, its history, people, cultures, products and services.
- Ability and confidence to speak publicly and to contain composure during situations where visitors may become verbally abusive and/or accusatory.
- Proficiency in one or more of a computerized word processor, spreadsheet and email.
- Ability to think logically and act systematically and responsibly.
- Ability to work in team environment and independently.
- Ability to commit to actively upholding and consistently practicing personal diversity, inclusion and cultural awareness, as well as safety and sensitivity approaches in the workplace.

Typically, the above qualifications would be attained by:

A high school diploma or equivalency credential, and at least one (1) year customer service experience, preferably at a visitor centre.

Equivalent combinations of education and experience will be considered.

ADDITIONAL REQUIREMENTS

Position Security (check one)

- ☒ No criminal records check required
- ☐ Position of Trust – criminal records check required



- ☐ Highly sensitive position – requires verification of identity and a criminal records check

French language (check one if applicable)

- ☐ French required (must identify required level below)

Level required for this Designated Position is:

ORAL EXPRESSION AND COMPREHENSION

Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐

READING COMPREHENSION:

Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐

WRITING SKILLS:

Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐

- ☐ French preferred

Indigenous language: Select language

- ☐ Required
☐ Preferred