

## JOB DESCRIPTION – TRAVEL COUNSELLOR

Job Title	Travel Counselor
Reports to	Visitor Experience Supervisor, Tourism Canmore Kananaskis

### Job Purpose

At the Travel Alberta Visitor Information Centre, our Travel Counselors play a vital role in promoting unforgettable experiences across Alberta. They engage with and assist visitors through every stage of their travel journey to inspire astonishing adventures that nourish the soul.

### What To Expect

- **A Passionate and Engaging Atmosphere:** As a Travel Counselor, you'll work in an invigorating environment surrounded by passionate individuals who share a love for Canmore and Kananaskis. This creates a positive and engaging atmosphere, making work enjoyable and rewarding.
- **Promoting Unforgettable Experiences:** You'll have the opportunity to promote and recommend personalized and authentic visitor experiences. Being able to share your enthusiasm for the region and helping visitors create memorable journeys can be incredibly fulfilling.
- **Meeting People from Around the World:** Interacting with visitors from various countries and cultures can be a delightful aspect of the job. You'll have the chance to connect with people from diverse backgrounds and learn about their travel aspirations.
- **Encouraging Exploration:** As a Travel Counselor, you'll encourage visitors to explore Canmore, Kananaskis, and Alberta to the fullest. Inspiring others to venture into exciting activities and experiences adds a sense of adventure to your role.
- **Continuous Learning:** Staying updated on the latest news and developments in the tourism industry keeps you informed, knowledgeable and confident. You'll also have access to local festival and event calendars, ensuring you're always in the know about exciting happenings.
- **Opportunities for Adventure:** Attending Familiarization trips (FAMs) with local adventure companies lets you experience thrilling activities like caving, river rafting, and helicopter tours. These opportunities allow you to immerse yourself in the region's attractions first-hand.
- **Community Involvement:** Off-site counseling at local events allows you to engage with the community outside of the Visitor Information Centre. This involvement can foster a sense of belonging and connection with the local area.
- **Affecting Real Change:** You are often the first point of contact visitors will have in Alberta, and thereby have an immense opportunity to affect the way that visitors explore our region. By promoting our Pledge to the Peaks initiative, Leave No Trace principles, wildlife safety practices, avalanche awareness, and more, you can be a leader in sustainable tourism and help transform the way we live in the world.
- **Supporting Diverse Visitors:** You'll have the chance to provide outstanding, inclusive service to visitors from all walks of life. Contributing to the enjoyment of their trip and helping them make the most of their time in Alberta can be incredibly rewarding.

- **Creative and Administrative Tasks:** Assisting with creative and administrative tasks for Tourism Canmore Kananaskis lets you showcase your skills and contribute to the success of the organization.
- **Health Benefits and Retention Bonus:** Enjoying full health benefits after six months of full-time employment and a retention bonus based on commission can be an attractive incentive to excel in your role.
- **Being an Ambassador for Canmore and Kananaskis:** As a Travel Counselor, you'll proudly and humbly represent the beauty and allure of Canmore and Kananaskis. Being an ambassador for a remarkable destination adds pride and purpose to your work.
- **Positive Impact on Visitors:** By providing excellent customer service and valuable information, you play a crucial role in making visitors' experiences enjoyable and memorable. Knowing that you contributed to their joy and satisfaction can be deeply gratifying.

Overall, the Travel Counselor position offers an invigorating and rewarding experience for individuals who are passionate about travel, customer service, and promoting the wonders of Canmore and Kananaskis to the world.

### Requirements

- Exceptional communication, sales, customer service and administrative skills.
- Proficiency in Microsoft Office (Word, Excel, SharePoint, Teams).

### Assets

- Experience living in the Bow Valley (Canmore, Kananaskis, Banff, Dead Man's Flats, Exshaw, Harvie Heights, Lac des Arcs, and Lake Louise).
- Knowledge of a second language.
- Interest, education or background in Tourism.
- Previous DEI and/or cultural awareness training.

Wages are \$19.00-\$22.00 per hour based on experience.

The position has no option for remote work. All applicants must already be located in the Canmore area or are planning to relocate. We do not provide staff accommodation.

Email [supervisor@explorecanmore.ca](mailto:supervisor@explorecanmore.ca) to apply.

We thank all applicants for their interest and will contact you if you are selected.

**Tourism Canmore Kananaskis is strongly committed to employment equity within our community, and to recruiting a diverse team of staff. We encourage applications from people of all races, ethnicities, genders, sexual orientations, gender identities, gender expressions, socio-economic standings, ages, religions, national origins, as well as veterans, individuals with disabilities, and any other applicants who identify within a societally marginalized group.**