

**North Island College Student Employment Services**  
**Co-op Position**  
**2300 Ryan Road**  
**Courtenay, BC V9N 8N6**  
**Phone: (250) 334-5076 in Courtenay**  
**(250) 923-9703 in Campbell River Email: studentemployment@nic.bc.ca**

---

**JOB DESCRIPTION**

**COMPANY NAME:** Comox Valley Economic Development and Tourism

**CONTACT PERSON:** Geoff Crawford

**ADDRESS:** #200-580 Duncan Ave Courtenay, BC

**EMAIL /WEBSITE:** [geoff@investcomoxvalley.com](mailto:geoff@investcomoxvalley.com) / <http://www.discovercomoxvalley.com>

**POSITION TITLE:** Downtown Tourism and Business Ambassador - Pilot Project

**POSITIONS AVAILABLE:** 2 Full time (35 hrs /wk), 2 Part time (15 hrs / wk)

**COMPANY BACKGROUND:**

Comox Valley Economic Development and Tourism (CVEDS) encourages the responsible expansion of the economic base of the Comox Valley with the intent of enhancing wealth and employment opportunities by assisting companies and entrepreneurs to access key services and resources across a myriad of sectors including, but not limited to, agrifood, development & construction, technology, and tourism.

CVEDS is also the regional Destination Marketing Organization responsible for the development and implementation of tourism marketing strategies in conjunction with the regions tourism industry, as well as the provision of visitor services via the Vancouver Island Visitor Centre.

This position involves Visitor Centre counselling training & skills development, attending & supporting destination-level events as part of the Mobile Visitor Centre team, being a Tourism & Business Street Ambassador within Business Improvement Areas in Courtenay and Comox, as well as supporting Destination Marketing online content development and implementation strategies. An engaging, multi-faceted job opportunity that will enable new skills development, fun & interactive engagement with the travelling public, while supporting increased visitation to the region's business and tourism attractions.

**DUTIES/RESPONSIBILITIES OF THE POSITION**

- Welcome and assist guests/ visitors with inquires on the Comox Valley and region
- Work remotely at various tourist events in Comox throughout the summer providing tourism-related information and conducting regular interviews with visitors
- Assist with on-site tourism event coordination in Comox & Courtenay
- Research and document best practices for Ambassador-related programs, as this is a pilot project and new position
- Work closely with the Vancouver Island Visitor Centre for training and event attendance coordination
- Gather information, conduct interviews with the public and develop new resources based on visitor feedback
- Support basic update of content and image via online event calendars and websites via WordPress systems

## **SKILLS REQUIREMENT AND PERSONALITY CHARACTERISTICS NEEDED TO BE SUCCESSFUL**

- excellent communication and strong customer service skills are required
- knowledge of tourist attractions/sites, events and the local area is required
- research, administration and time management skills are an asset
- able to encourage new and return visits to member businesses and to region
- able to support simple business and visitor survey tools for data tracking during pilot
- enjoys working with the public, and possess a welcoming and professional manor
- a good knowledge of travel in British Columbia
- strong computer skills which may include Window, Excel, Word Press, Hootsuite
- knowledge and understanding of Social Media in particular Facebook, Twitter and Instagram
- excellent time management skills
- sales experience
- fluent in English; a second language is an asset

Salary/ Benefits: \$12.65 - \$15.00 / hr

Realities of Work: indoors / outdoors, walking

Date Job Posted: March 17, 2018

Closure Date: April 17, 2018

Start Date: May 1, 2018

End Date: August 31, 2018

**No Late Applications Will Be Accepted**