

## **Peachland Community Arts Council**

### **Visitor Centre Manager**

#### **Position Description**

The Peachland Community Arts Council is seeking a visitor centre manager at the Peachland Visitor Centre. The successful candidate should feel confident leading a small team to promote Peachland and area tourism products and services, supervise summer staff, volunteers, report to the Peachland Community Arts Council Board of Directors, and provide outstanding customer service and sales to the visitors of Peachland.

The ideal attributes we are looking for include outstanding customer service, a team player who is dynamic and results oriented who works well in a volunteer environment, is able to manage multiple priorities and personalities, has excellent promotion skills and the ability to engage and build relationships with our local businesses, non- profit organizations You will be able to develop promotional materials and raising awareness of local attractions and all that our town has to offer prospective visitors and residents.

The ongoing marketing, tourist and business engagement and promotion of our town to visitors forms the primary component of this position. Significant responsibilities include promotion of the local community, synchronization of a local events calendar to ensure maximum benefits to the events, development and maintenance of a tourism promotion website as well as maintaining social media outlets.

#### **Responsibilities:**

- Publicise the centre's services and implement marketing strategies to raise the profile of the centre
- Gather information on and work with local businesses and visitor attractions
- Monitor and maintain brochure racks and other publications
- Event Planning
- Produce guides and other marketing literature
- Liaise, as required, with organizations providing grants including all reporting requirements
- Research and visit local attractions and accommodations
- Keep up to date with changes in tourism trends and events
- Ensure the centre is well presented, organized easy to use and accessible
- Communicate information to members of the public and deal with enquiries in person and by email, phone and mail
- Control and monitor the centre's budget to make sure targets are met in the most cost-effective way
- Supervise, train and schedule volunteers and summer placements
- Prepare and present monthly reports for the Board of Directors of the PCAC as well as the Tourism Promotion Committee or similar council committees
- Maintenance of tourism promotion website
- Maintain social media platforms including Facebook, Instagram, Twitter and Trip Advisor

Requirements:

- Significant expertise in Tourism and Marketing or equivalent qualifications and/or experience
- Software knowledge and proficiency in Microsoft Office, Website maintenance and Social Media expertise is essential
- Excellent written and oral communication skills
- A positive attitude and an ability to show initiative
- Volunteer management skills
- Excellent organizational and creative thinking skills
- Excellent problem-solving skills
- Knowledge of municipal government or related experience with public sector groups are significant assets
- Experience and comfort with facilitation of committee meetings
- Team Player

This is a full time 35 hour a week position. Flexibility to work a variety of shifts, including weekdays, weekends and holidays. Holidays, wages and benefits to be discussed at time of employment.

**Please submit resume and cover letter to [pcacpresident@gmail.com](mailto:pcacpresident@gmail.com) Attn: Deborah**

**Close date: Fri. Dec. 11 / 2020. Only those qualified for an interview will be contacted.**