



Town of Maple Creek
Job Description – Visitor Centre Attendant

Function:

Located within the Cypress Hills-Grasslands Destination Area (CGDA) and broader Southwest of Saskatchewan, the Town of Maple Creek is part of a flagship tourism region that draws more than a quarter of a million visitors annually. The Maple Creek Visitor Centres are key in greeting many of these visitors and encouraging them to explore local tourism attractions, products, and experiences. Ultimately, it is the function of the Maple Creek Visitor Centre Attendant to 'sell' Maple Creek to visitors.

Qualifications:

The successful candidate for the position of Maple Creek Visitor Centre Attendant will possess the following attributes:

- Excellent communication skills (both written and verbal)
- Excellent customer service skills
- Extensive knowledge of tourism products, attractions, and experiences available to visitors in both the Town of Maple Creek and broader Southwest Saskatchewan
- Initiative for self-directed research on the Town of Maple Creek and broader Southwest Saskatchewan
- Skilled in Microsoft Office programs (Word, Excel, Powerpoint, etc.); experience with Adobe Illustrator, Adobe InDesign, Photoshop, and other Creative Cloud programs would be an asset
- Professional demeanour, tidy, well-groomed and well organized
- Possess a valid Class 5 Driver's License
- A self-motivated team player who works effectively and efficiently with minimal supervision
- Knowledge of social media, including Facebook and Instagram

Duties:

1. Provide visitors with detailed information about local Maple Creek and regional attractions, activities, events, accommodations, restaurants, and other tourism facilities, products, and services
2. Ensure a ready supply of tourism informational material for distribution to the public
3. Respond to tourism-related inquiries either in person at the Visitor Centres, via email or over the telephone
4. Attend the Visitor Centres gift shop, including ordering giftware, baked goods, grocery items, and other inventory as directed

Last Revised: January 2023

5. Daily handling of sale transactions via the Point of Sale System and cash-outs
6. Ensuring the Visitor Centre maintains a professional and welcoming appearance that makes a positive first impression on visitors to the building, including daily cleaning, light groundskeeping, and organization
7. Collect and compile visitor statistics and report them monthly
8. Aid with updating the Town of Maple Creek electronic sign, website, and social media as directed
9. Assist with the design, production, and distribution of print materials as directed
10. Aid in the coordination and execution of Celebrate Maple Creek, a summer street festival
11. Other related duties as assigned

Working Conditions:

The primary work location is the Maple Creek Trans-Canada Visitor Reception Centre (VRC), located along Highway #1 West, 5 minutes north of Maple Creek. However, there may be a requirement to also aid with the operations of the Maple Creek Visitor Centre (located at 114 Jasper Street).

As the Maple Creek Visitor Centre is open six days a week and the VRC is open seven days a week, there is a requirement for shift working and working weekends on rotation with other staff.

Visitor Centre Attendants shall work flexible hours of work which may exceed eight hours per day or forty hours per week but shall not exceed the total number of working hours in any given month based on eight hours per day without receiving overtime.

There is a requirement to work outside when delivering promotional materials, assisting with the summer festival, and undertaking tidying efforts around the grounds of the two visitor centres.

Reporting:

This position reports to the Communications & Tourism Manager.