



Position Visitor Experience Coordinator,
Tourism Burlington and Burlington Economic Development

Reports to: Executive Director, Tourism Burlington

Salary Range: Competitive salary plus comprehensive benefits (health and dental) and professional development opportunities

ABOUT TOURISM BURLINGTON

Tourism Burlington is a destination management & marketing organization. Its role is to create great experiences through day trips, extended stays, meetings and conferences, group travel and sports events. Tourism Burlington is a partnership that facilitates visitations year-round, community and partner economic benefits, and quality visitor experiences, in particular, through our full-service in-person Visitor Information Centre.

Tourism Burlington and Burlington Economic Development are undertaking a merger of the two organizations that will create a new destination brand, combine resources and collectively manage Burlington as a place to visit, do business and live guided by a new Destination Stewardship plan.

POSITION DESCRIPTION:

This in-person role will manage the Visitor Information Centre and in-destination visitor experience. You will work closely with staff across both organizations, local attractions, hotels, restaurants and other partners, to curate and coordinate experiences that highlight Burlington's attributes.

In addition, through best practice research and expertise you will play a key role in defining the future of the Visitor Information Centre and the on-site visitor experience as part of the creation of the new destination and investment organization.

CORE RESPONSIBILITIES:

- 1) Manages the operation of the visitor information centre and seasonal satellite information sites.
- 2) Under direction of the Executive Director, recruits, hires, trains, supervises and evaluates weekend and summer travel counsellors who act as tourism ambassadors for Burlington. Researches and prepares related grant applications and prepares final grant reports.

- 3) Manages the procurement, inventory and distribution of visitor literature.
- 4) Coordinates and tracks the distribution of all Tourism Burlington collateral materials.
- 5) Provides recommendations virtually and in person to visitor inquiries re: amenities, attractions, and other visitor information.
- 6) Collects and maintains visitor statistics relating to customers served via email, website, in-person and phone.
- 7) Coordinates retail services for city and tourist souvenirs including purchasing, pricing, displaying, inventory controls and financial reports.
- 8) Prepares and distributes convention delegate and tournament packages and assists in developing travel itineraries as required in cooperation with destination development staff.
- 8) Administers the City of Burlington souvenir giveaway program and provides yearly reports and recommendations to the City.
- 9) Supports the marketing and communications team through the creation of original photo and video content of the visitor centre for use on social and web platforms.
- 10) Provides front-line customer service to visitors and delivers feedback on services, content and information to improve ours services and content.
- 11) Works collaboratively with the marketing and communications team to activate the visitor centre to increase brand awareness and drive visitor traffic.
- 12) Serves as a project leader on specific programs as directed by the Executive Director
- 13) Acts as a liaison with City staff on the maintenance, security and safety of the building and attached parking garage.

ROLE STRUCTURE:

This is a full-time, on-site position that services an in-person visitor experience. You will be required to be in our downtown Burlington location five days a week (35 hours). Will involve some weekend and evening work.

This is a one-year contract position with the possibility of extension based on funding and organizational restructuring.

SKILLS AND ATTRIBUTES:

- Post-secondary training in Tourism, Business, Administration, Economic Development, Retail, Hospitality, Customer Experience (CX) or the equivalent workplace experience
- 3-5 years of relevant experience
- Demonstrated interest in tourism, economic development, customer service and supporting Burlington's growth
- Experience in a customer service or sales environment
- Critical operational problem-solving skills and the ability to look at the bigger picture
- Well-developed interpersonal and written communication skills
- Proficiency in business tools: MS Teams, Word, WordPress, Excel, Salesforce
- Experience in supporting budgets/invoicing
- Strong organizational skills to prioritize multiple projects simultaneously and meet competing deadlines
- Ability to meet regular physical demands such as setting up displays and moving supplies and collateral materials in and outside the visitor centre
- Most importantly, a positive attitude with a willingness to learn and a teamwork-oriented approach to getting stuff done

PERKS AND BENEFITS:

- Comprehensive benefits package including health, dental and enrolment in the OMERS pension plan
- Professional development allowances for staff
- Opportunities to attend partner events and conferences
- Full access to TechPlace Burlington's Innovation Centre
- Opportunities to network with stakeholders, team peers, and sector partners while supporting Burlington's growth as a destination
- Opportunities to be part of creating and implementing a new organization

APPLICATION PROCESS:

Please submit a resume and cover letter to info@tourismburlington.com by midnight on April 24, 2024. Please include in your cover letter a clear statement on why you're interested in supporting the growth of Burlington as a visitor destination.

MORE INFORMATION:

[Tourism Burlington](#)

[Invest Burlington](#)

[TechPlace](#)

[City of Burlington](#)