

---

## JOB DESCRIPTION

### POSITION

The Mural Tour Guide will promote and conduct tours of the West End's outdoor mural gallery for Winnipeg's residents and tourists. The Mural Tours showcase the area's many colourful murals, as well as the rich historical and cultural composition of the area. The tours help promote the area, benefiting local businesses. They are primarily walking tours, but bus tours are also available for larger groups. The West End BIZ Mural Program is award winning and internationally recognized.

The Mural Tour Guide will raise awareness of the West End heroes, ethnic and cultural groups depicted in the murals, by sharing stories and explaining the meaning behind the images to tour participants. The ideal candidate will have an outgoing personality, will be capable of engaging and interacting with their audience in an upbeat and friendly manner, will provide a fun and educational experience for participants and encourage other people to participate in the tours.

### REPORTING

The Mural Tour Guide will report directly to the Communications Coordinator and indirectly to the Finance & Administration Manager. All staff positions are ultimately responsible to the Executive Director. The position will work in a close team environment with other BIZ staff.

### MAIN AREAS OF RESPONSIBILITY

- Assist in the promotion of tours by coordinating and distributing printed materials and contacting community groups to book group tours;
- Update, learn and rehearse existing tour scripts;
- Conduct Mural Tours along two existing routes to groups ranging in size from two to 20 participants;
- Create and maintain tour schedules and payment collection records;
- Obtain feedback from participants by conducting participant surveys;
- Provide feedback and assist West End BIZ management in the improvement and expansion of the program;
- Other related duties as assigned.

### MEDIA

All media requests must be immediately forwarded to the Communications Coordinator for further follow-up by the Executive Director.

### OTHER

The Tour Guide must be self-motivated, hardworking and punctual. They must have the discipline to work effectively while unsupervised.

### HOURS OF WORK / RATE OF PAY

Hours of work are Monday through Saturday, for a total of 35 hours per week. Because tour times are chosen by participants who are asked to book their tours in advance, the Tour Guide's hours vary as required, but include evenings. Pay is \$11.50 per hour. The term runs from May 2 to August 26, 2011.