

WEST END TOUR GUIDE

(Summer Position)

Advertisement number #002

JOB DESCRIPTION

Updated as of Feb 4/20

POSITION

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

The West End Tour Guide will raise awareness of the West End by sharing stories and explaining mural images and neighbourhood buildings to tour participants. The ideal candidate will have an enthusiastic 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. A good memory is needed to retain mural and area information and facts. The tour guide must be comfortable riding a bicycle on city streets. The Tour Guide may be required to fill in for other tour guides.

The Tour Guide must be self-motivated, organized, hardworking and punctual. They must have the discipline to work effectively unsupervised and problem solve as needed; must be physically able to walk long distances in outside conditions; must be able to carry items needed for tour; must be able to speak / communicate clearly. **Interest in history or related tour experience is an asset. Bilingual ability is an asset. Great experience for individuals interested in working in the tourism industry!**

Grant funding for the position requires that the applicant be a student who intends on returning to school following the employment term.

REPORTING

The West End Tour Guide will report directly to the Communications and Marketing Coordinator. 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 including contacting community groups to book tours;
- Update, learn and rehearse existing tour scripts;
- Conduct mural tours and restaurant tours with groups ranging in size from two to 25 participants;
- Create and maintain tour schedules and payment collection records;
- Obtain feedback from participants by conducting participant surveys;
- Provide feedback and assist management in the improvement and expansion of the tours and promotion department;
- Other related duties as assigned including filling in for other tour guides when needed

MEDIA

All media requests must be immediately forwarded to the Executive Director or the Communication and Marketing Coordinator. Tour guide may be asked to participate and speak in pre-approved media appearances.

OTHER

Paid training. Uniform provided. Full kitchen facilities. Locker provided. Fun and supportive work environment.

HOURS OF WORK / WAGES

35 paid hours per week. **Tuesday – Saturday 9:00am-4:30pm.** The Tour Guide's hours may vary to accommodate tour participant requests. **Pay is \$14.50 per hour.** The term for this positions runs from **May 4 to August 28, 2020.**

TO APPLY

Please submit cover letter and resume to the West End BIZ by e-mail (aurora@westendbiz.ca), or fax (204-772-8604) or in person at 581 Portage Avenue, Monday through Friday, between the hours of 9:00 am and 4:30 pm. When applying, please indicate the advertisement number in subject line of email or cover letter.

Note: Position eligibility may be subject to grant providers specific criteria and requirements. All positions are subject to available BIZ funding.