

JOB DESCRIPTION

Updated as of August 24/20

POSITION

The West End Tour Guide and Promotion Development Assistant will organize and lead Mural Tours and arrange group events using online media that tell stories of the West End's mural gallery and highlights the rich historical landscapes. The Tour Guide will assist in developing new virtual and in-person tour content and promotional programming. ***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 in creative ways. 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 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; must be comfortable reaching out to business owners and public speaking. The Tour Guide will be encouraged to create and develop new tour programming to help increase West End customers. **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 organizing and planning of tour programming
- Update, learn and rehearse existing tour scripts;
- Conduct online Feast with Friends programming through a video conferencing platform
- 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

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

14 paid hours per week. **Tuesday and Friday 9:00am-4:30pm** (schedule flexibility may be possible within 14-hour work week). The Tour Guide's hours may vary to accommodate tour participant requests. **Pay is \$14.75 per hour.** The term for this positions will begin immediately and end after **300 hours** have been completed.

TO APPLY

Please submit cover letter and resume to the West End BIZ by e-mail (aurora@westendbiz.ca), or fax (204-772-8604).

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