

## JOB DESCRIPTION

*Updated as of March 6/23*

### POSITION

The West End Tour Guide will organize and lead group events that tell stories of the West End's mural gallery and highlights the rich historical landscapes. The Tour Guide will assist in developing new tour content and lead walking tours & food tours. ***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 able to speak / communicate clearly; must be comfortable reaching out to business owners. 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 one of the positions 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 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 and lead in-person tours
- 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 if 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. Fun and supportive work environment.

### HOURS OF WORK / WAGES

35 paid hours per week. **Monday– Saturday availability 9:00am-8:30pm. Evenings and weekends may be required.** The Tour Guide's hours may vary to accommodate tour participant requests (evenings and some Saturdays). **Pay is \$15.25 per hour.** The term for this positions will begin **May 8th** and end on **August 25<sup>th</sup>, 2023.**

### TO APPLY

Please submit cover letter and resume to Aurora at [aurora@westendbiz.ca](mailto:aurora@westendbiz.ca) by **April 11<sup>th</sup>**.

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