

Job Class Profile: Visitor Information Counsellor**Pay Level: CG-25 Point Band: 456-489**

Factor	Knowledge	Interpersonal Skills	Physical Effort	Concentration	Complexity	Accountability & Decision Making	Impact	Development and Leadership	Environmental Working Conditions	Total Points
Rating	3	3	2	3	2	3	4	2	2	
Points	140	50	13	14	60	65	83	43	21	489

JOB SUMMARY

The Visitor Information Counsellor performs specialized work involving the provision of tourism information within a provincial visitor information facility and is responsible for providing assistance and information relating to tourism to clients within a Visitor Information Centre. Work includes providing information and promoting tourism products to visitors by answering questions and providing information in a professional manner; maintaining inventory control of tourism literature and initiate replenishment requests; maintaining visitor records on total number of visitations to the centre and forwarding to the Planning and Research Division in a timely manner.

Key and Periodic Activities:

- Answers questions and provides tourism information to clients and promotes tourism products to encourage longer stays and return visits in a professional manner.
- Researches information regarding the province's history, culture, geography and any other topic of interest to visitors.
- Assists clients with map interpretation and directions.
- Provides guidance in selecting areas to visit, attractions and events to attend and accommodations and campgrounds to utilize.
- Assists with coordinating the activities of the centre to ensure standardization of information with other provincial and community based Visitor Information Centres.
- Gathers information for visitors and develops new resources to meet their needs wherever applicable.
- Assists Human Resources with the yearly student training sessions and with orientation and training.
- Maintains inventory control of tourism literature and initiates replenishment requests as required.
- Maintains visitor records on total number of visitations to the centre and forwards to the Planning and Research Division.
- Compiles or assists with compiling tourism information required for the update of the annual Tourism Information Manual.
- Provides lead direction to student employees when supervisor is unavailable.
- Coordinates and conducts familiarization tours of the local region with students.

SKILL**Knowledge**

General and Specific Knowledge:

- Newfoundland and Labrador Tourism, Culture, Geography, Economy and History
- First Aid, CPR
- Departmental policies and procedures

Formal Education and/or Certification(s):

- Minimum: 2 year Diploma in Tourism

Years of Experience:

- Minimum: 2 – 3 years of experience

Competencies:

- Good oral and written communication skills
- Effective customer service skills
- Computer skills

Interpersonal Skills

- A range of interpersonal skills are utilized including listening to information and inquiries from the general public regarding various aspects of Newfoundland and Labrador; asking questions to clarify visitor inquiries; providing routine and sometimes complex tourism related information and direction to visitors; promoting Newfoundland and Labrador Tourism; training students; and sometimes dealing with upset or angry people.
- Communications occur with other visitor information centre staff and summer students; tourism industry operators; departmental staff; supervisors, managers and members of the general public.

EFFORT**Physical Effort**

- Work demands occasionally result in fatigue, requiring periods of rest.
- Lifting and moving of boxes of tourism brochures weighing up to 25 lbs, occurs occasionally.
- Work requires prolonged periods of sitting and standing to provide visitor information services.
- Fine finger or precision work is required to operate computers.

Concentration

- **Visual** concentration is required to interpret maps and provide directions to visitors.
- **Auditory** concentration is required to listen to and answer visitor questions and provide tourism related information.
- **Repetition** requiring alertness is evident when providing tourist information to ensure tourists receive the exact information they require.
- **Time pressures and deadlines** exist to submit visitor statistics. Interruptions occur frequently as work is customer service based and providing information to visitors takes priority.
- **Lack of control over work pace** is dependent upon the number of visitors to a centre.
- **Alertness for the health and safety** of visitors is required.
- **Eye hand coordination** is required for computer use.
- **Exact results or precision** is required to provide accurate information and directions to tourists; to maintain an inventory of tourism literature and to record the number of visitations to a Visitor Information Centre.

Complexity

- Work tasks and activities are similar/related in terms of the skills and knowledge used and are usually well-defined.
- Work related challenges and issues relate to the provision of tourism information to visitors and may involve dealing with angry or upset people. Challenges include assisting visitors with their plans to see points of interest and intended destinations.
- References available to address typical challenges or issues include various Newfoundland and Labrador Tourism publications (i.e. Travel Guide and map, Tourism Information Manual); Tourism web site; Tourism Destination Management System; internal operating policies and procedures as well as the Visitor Information Centre Supervisor.

RESPONSIBILITY

Accountability and Decision-Making

- Work tasks and activities are generally prescribed or controlled. Work is performed independently with initiative, judgment and tact and is reviewed for thoroughness and accuracy by the Visitor Information Centre Supervisor.
- Independence and discretion is exercised in providing visitor information services; purchasing under \$300 and maintaining inventory control of tourism literature.
- Supervisory approval is required for leave requests and to change shifts; large purchases and conducting familiarization tours within the region.
- Discretion is exercised when providing information regarding Tourism operators so that all operators are treated fairly.

Impact

- Results of work tasks and activities are directly felt within the Visitor Information Centre and department; outside the department and organization and on the general public. Typically impact tourism related information; visitor satisfaction through positive first impressions which impacts positively on corporate image.
- Consequences of mistakes or errors typically result in inaccurate tourism information being provided to visitors and could potentially impact negatively on corporate image and future tourist visits.
- Consequences of mistakes or errors are typically identified and resolved within 24 hours.

Development and Leadership of Others

- Provides lead direction to student employees when supervisor is unavailable. Includes providing advice, guidance and direction; delegating tasks; checking and reviewing the work of students.
- Assists with annual student training sessions and orientation.

WORKING CONDITIONS

Environmental Working Conditions

- No special precautions or safety equipment is required.
- Likelihood of minor cuts, bruises, abrasions, minor illnesses, fractures, injury or occupational illness resulting in partial or total disability typically does not apply.
- Exposure to computer glare; infectious diseases from working with the general public; distracting noise and lack of privacy from working in an open office environment and isolation in terms of sometimes working alone in a Visitor information Centre.

